

ELECTRICAL

# MERCHANDISING WEEK

SEPTEMBER 25, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



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## ...presstime

**PUSH FOR TAPE CARTRIDGE** recorders, which right now falls squarely on the only two companies in the field, RCA Victor and Bell Sound, gathered more momentum last week. Following on the heels of the introduction of RCA's new tape cartridge line, Bell sounded out 38 distributors across the country on the future of the cartridge as a mass market item with an informal, chatty but hard-hitting letter.

Is the tape cartridge for real? Bell's general manager, Kenneth L. Bishop, a pioneer in tape, left no doubts.

"The greatest obstacle still to be overcome," wrote Bishop, "is the apathy, skepticism and doubt which today prevail with you dealers for the tape cartridge recorder.

"Who can blame him? It has been the tape recorder dealers who have suffered most while the industry has fought for standardized methods of tape

*Continued on p3*

1962 SPECIFICATIONS FOR  
PORTABLE AND CONSOLE

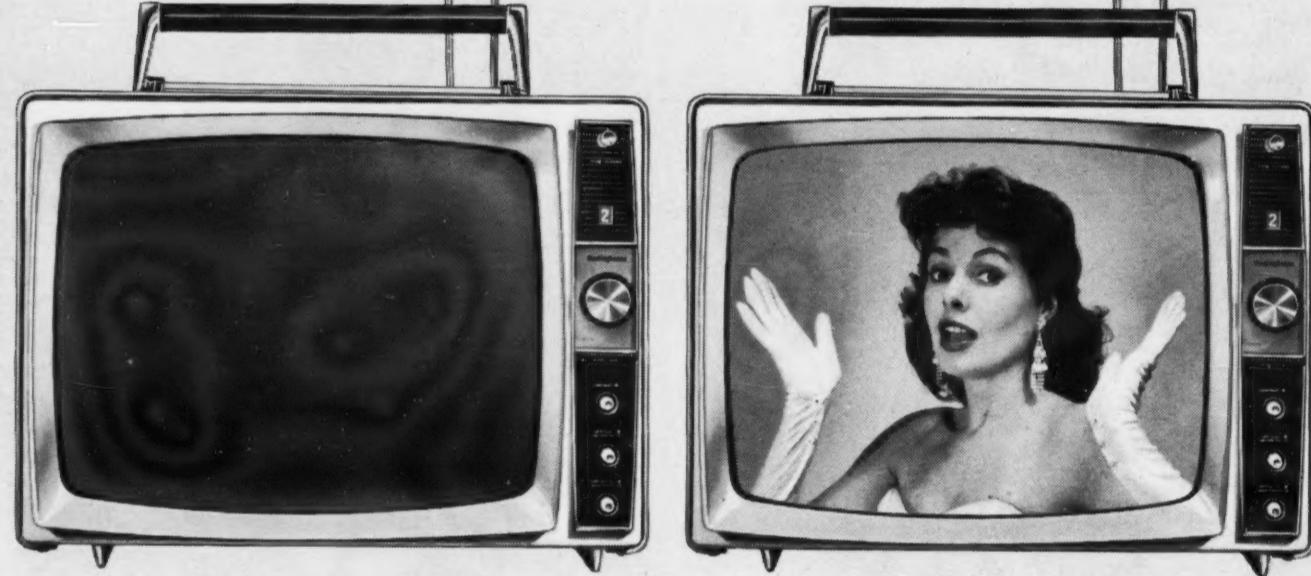
**phonos** p19

# all new advanced engineering....

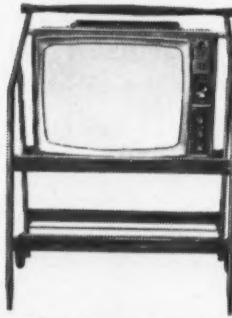
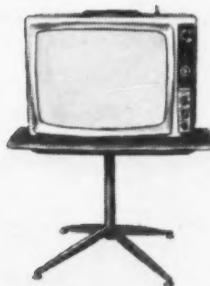
## instant on

Westinghouse  
New "Instant  
On" Portable TV

gives you Instant Picture,  
Instant Sound, as soon as  
you turn on the set! No  
waiting for warm-up, no  
readjusting later. And  
this engineering exclusive  
makes your TV more reliable.  
All tubes and compo-  
nents last longer...and the  
set is always free of hu-  
midity condensation.



## all new advanced styling from Westinghouse!



**1962 Westinghouse Portable and Table Model TV sets** are beautifully de-  
signed to be at home anywhere around the house. The new 19-inch Attaché  
Portable is engineered with all the performance features of a console...  
and styled for slim trim good looks wherever you use it—bedroom, play-  
room or patio. The variety of handsome, functional bases gives it even  
more flexibility around the house. There's an exciting new story on Table

Model TV, too. 19-inch Trendsetters and big 23" Table Models have ad-  
vanced styling that makes decorating a pleasure. The all new Style-Vue  
Series comes in a selection of wood-grain finishes on metal...as well  
as in attractive new decorator colors. Optional bases are  
available in many furniture styles, including a handsome,  
new pedestal stand. *You can be sure...if it's Westinghouse.*



Westinghouse Electric Corporation, Television-Radio Division, Metuchen, New Jersey

recording. He alone has had to separate false promises and pipe dreams from the honest products which now provide a ready answer when he asks: 'Is the tape cartridge for real?'

Bell's new approach, according to Bishop, makes the tape cartridge a reality. His points: (1) New marketing philosophy. The cartridge will be merchandised as a recorder, not a player; (2) The cartridge is easy to handle, there's no threading—the tape you never need to touch. (3) Economy. Up to two hours of stereo or four of monaural can be recorded. (4) The unit is sound; Bell is offering a 180-day warranty of all parts.

RCA executives have already made it clear that they are determined to become an important factor in the tape recorder business with new strategy for the new line. The new lightweight models, which start at \$99.95, will be pushed as recorders, not home music players.

#### THE DAVEGA-WILCOX-GAY MERGER FELL THROUGH

last week. And Leonard Ashbach resigned as president to again devote full time to Wilcox-Gay, which will continue as a major supplier of imported radios, phonos, tape recorders and television sets to Davega.

#### ADMIRAL IS EXPANDING

its builder division: To this end, it has named five field sales managers, and

is building up separate distributors. Because of the expansion it has also entered the gas appliance field, for gas serviced areas, with a line of three built-in gas ovens and two surface units. The built-ins are sold without doors, which are interchangeable between gas and electric, for simplification of inventory. Walter Krauter is sales manager of the division.

**NEMA COOLER PLAN OFFICIAL:** Manufacturers said to produce more than 85% of all air conditioners sold in the United States have joined the certification program of the National Electrical Manufacturers Assn., which goes into effect on 1962 models. The certified units will have seals. At least 50% of a company's total number of models, including all popular sizes, must undergo testing, which will be conducted by Electrical Testing Lab, or by participating companies under ETL's supervision. The program permits "challenge testing" by participants. Members will be listed in a directory so the trade and the public will have a Btu guide.

**OPTIMISTIC SIGN POSTS:** With TV manufacturers looking forward to a 6.0 million or better sales year, set production for the first time this year moved ahead of 1960's totals. For 36 weeks production hit 3,938,038 or 0.50% ahead of 1960's comparable period, according to Electronic Industries Assn. figures. Radio production, excluding auto models, was 6,880,934 or 6.16% ahead of last year's 36-week pace.

## What Ford In Philco's Future May Mean To The Dealers

*Ford's planned purchase of Philco rocked the appliance industry. Here's what Donald MacDonald, McGraw-Hill World News Detroit bureau chief, reported on Ford's thinking last week about the merger.*

Ford Motor Co. officials privately deplore the necessity of announcing the intended purchase of the assets of Philco Corp. now because it is ill-timed from a public relations standpoint (EM WEEK, Sept. 18, p1).

Ford last week was in the middle of critical labor negotiations—no time to show obvious financial strength. Reliable sources estimate that the

Philco purchase will cost Ford a cool \$100,000,000. This fantastic sum hardly dents reserves, and it must be remembered that within the last few months Ford upset world exchange by acquiring Ford of England for \$380,000,000. Shortly after, the guts of Electric Autolite Co. were purchased for \$23,000,000.

**Ford is on the move.** It wants diversification to protect stockholders against the unpredictable ups and downs of the auto market.

Announcement of the intended Philco transaction was forced by widespread speculation that affected

market value not only of Philco but also other rumored purchasers such as Zenith.

Ford has only this to say at the moment: "Under the agreement between Ford Motor Co. and Philco Corp. for the acquisition of the assets of the latter by the former, final closing will not take place until on or about Nov. 30, 1961. Until that date . . . we will be in the process of carefully assessing the various operations of [that] company in every detail. Until that task is completed, no further announcements will be made."

Ford means it has no detailed idea of what it is buying. To be sure,

Philco is one of the big four in the field of defense electronics. It has a well-known, but shaky position in the volatile brown and white goods business. Philco in the first half of last year lost \$8.4 million, but is by no means close to bankruptcy.

**Unfortunately for Philco appliance dealers,** it seems that Ford is primarily motivated in this transaction by Philco's defense business. There is nothing official, but informed sources speculated that Ford is leaning towards abandonment of white goods. Brown goods lend themselves more to the electronic concept of the new operation. However, as one executive put it, Philco researchers might have something in the back room that could replace today's refrigerator or dishwasher, but were not able to sell it to present management. Ford has no intention of overlooking this possibility.

## Will Consumers Buy Appliances . . .

If retailers raise prices in 1962? Many manufacturers have said publicly, and privately, that they are planning price increases averaging 5%-10% on their new lines.

When these hikes, caused by increasing labor and manufacturing costs, go into effect, major appliance dealers will have to pass them along to the consumer; their profit structure is such that they cannot absorb them.

Will the boosts affect consumer

purchasing? EM WEEK went to appliance retailers of all types for the answer.

Among the spokesmen contacted were:

- Stan Meyerson of Intercounty Distributors Corp., New York, a buying cooperative of 20 members.
- Mort Farr of Upper Darby, Pa.
- Harry Price of Price's, Inc., Norfolk, Va.
- Nick Petropoulos of Petropoulos Bros., Waukegan, Ill.

● Harry Epstein of White Front Stores, Los Angeles.

**Moderate hikes will not deter** the consumer from buying next year was the majority opinion. In fact, they may spur sales, several said.

The merchants emphasized that the price cutting which took place on refrigeration last year and this summer didn't help move many units because the public, realizing what was happening, waited for prices to drop.

On the other hand, if people see that prices are on the rise, they tend to buy sooner, not knowing where the ceiling is, the majority maintained.

The minority voice felt that if prices were hiked there would be an initial holding off—60 to 90 days—until the consumer sees that the increases are permanent.

The majority thought that increases at their level were justified. One merchant said, "It's about time we got a little more for our goods. Major appliances are 25% less today than they were six years ago, while most other items have shown increases."

## STRAIGHT FROM WASHINGTON

**CONSIDERABLE LEGISLATION OF INTEREST** to you came out of the first session of the 87th Congress, now hell-bent for adjournment. Major concern, of course, is with the new minimum Wage Law (see EM WEEK Aug. 28, p8) which encompasses for the first time a large number of employees of retail and services establishments. Employers of newly covered workers have until 1965 to reach the \$1.25 minimum on a 40-hour work week.

More business for appliance dealers seems bound to be the result of the housing bill approved by Congress. It involves new funds to spur housing and new subsidies to eliminate slums and improve city living conditions. A proposal to create a cabinet-level department of urban affairs was put over until next year, however. In addition, federal loans and grants now are available to help depressed areas attract new industries.

Other bills enacted which might effect you: Extension for one year of Korean War excise taxes; liberalized Social Security benefits along with higher taxes and optional retirement for men at age 62; temporary extension in unemployment benefits with costs financed by higher employer taxes; cut in amount of foreign goods that may be brought home by tourists duty-free from \$500 to \$100; a new version of farm price supports including emergency supports for feed grain producers.

**A TURN-AROUND ON FHA INTEREST** rates is being considered by the administration. Prospects are that the administration will be forced to allow FHA to insure mortgages at 5½% interest; the present maximum is 5¼%. The reason is simple: With business climbing out of the recession, demand for long-term money is increasing and lenders are getting or waiting for higher rates.

Because of possible political repercussions (liberal Democrats are almost religious about low interest rates), no such move will be made until Congress is safely out of town. The prospective ceiling of 5½% still would be lower than the 5¾% maximum inherited by the Kennedy administration, however. Interest rates on conventional mortgage loans are rising slightly now after a dip last spring. Government economists are convinced rates cannot be held down artificially.

**OUTPUT OF TV AND RADIO SETS FAILED TO RISE** as was expected in August. The result was a sharp dip in the seasonally adjusted industrial production index of the Federal Reserve Board for TV and radios. The index stood at 128.3 of 1957 output in July and declined to 104 in August. This still was considerably above the 86.9 recorded in August, 1960.



First stop on Gibson's tour was Montego Bay, Jamaica. Dealers were housed in the beach-

## It's Not All Play BUT....

... once again, Gibson laid it on with a lavish hand, impressively air-lifting dealers by the thousands to far-away places. For the retailer, there were the joys of Jamaica, followed by the pleasures of Panama.

For Gibson, there were the practical profits of increased buying. Orders taken at the product shows for the first groups in Panama were reportedly some 20% higher than last year's yield. Gibson officials seemed to find the investment more

than worthwhile, and pulled out all the stops touting next year's return engagement in Hawaii.

Specially adapted Braniff Boeing 707s provided transport, dropping the dealers and their families off for a 24-hour stay at the Royal Caribbean Sea Club in Jamaica's Montego Bay, then picking them up for the second leg of the trip, on to Panama City. Short airstrips in the islands and Central America made it necessary to mount trans-oceanic



Climbing, walking dealers covered Panama's sea wall.



bound Royal Caribbean Sea Club for a short break.



Things moved into high gear on arrival in Panama City. Native dancers soon drafted dealer partners.

jet engines on the planes, providing extra power for fast take-offs.

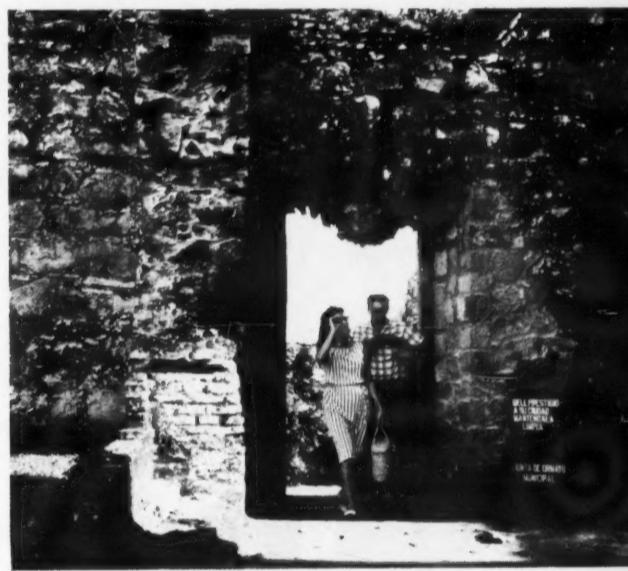
An assembly of industry notables awaited the travelers at El Panama Hilton Hotel. Among the speakers for daily sessions of Gibson's Profit College were EM WEEK publisher Caswell Speare, and McGraw-Hill Senior Vice President Shelton Fisher, a former EM WEEK publisher.

Tourist-hungry Panama went all out to welcome the Gibson party. Panama's standing army, the National Guard, escorted arriving parties from the airport into the city with screaming sirens. The main streets of the city were garlanded with welcome banners.

But the real eyebrow raiser was provided by Maxime's nightclub. With true Latin enthusiasm, the management cooked up an unofficial welcome all its own: A floorshow finale with six-foot blonde, only slightly covered by a "Welcome Gibson Dealers" banner.



Unexpected egrets in the Presidential Palace drew startled glances from the touring Gibson dealers.



The ruins of Old Panama City, sacked by English pirate Henry Morgan, were a romantic highpoint of the trip.

## DECISION



**FRED H. HOLT:**

"The sooner we, and the industry, get back to rekindling dealer interest in legitimate appliance features, the sooner we'll get back to where we want to go; upgrading the consumer."

## MAKER

Fred H. Holt is general manager of General Electric's home laundry department at Louisville, Ky., which has been committed to a new, larger, 12-pound capacity washer the past year.

Holt says that as a result of the new washer, G-E retailers have gone back to "a lot more of that old time selling." He reports that the product has created a new enthusiasm among

dealers and that they have come to know more about it. More importantly, they have passed this knowledge on to the consumer, he believes.

The executive stresses that manufacturers must fulfill consumer needs and supply a real service if they hope to get away from price selling.

After making a determination to supply real product improvements, it is necessary to impress them on the

customer. To accomplish this, G-E has been using a strong promotional and ad campaign, backed up by interest at retail.

**For 1962, G-E will bank on the same type of advertising:** "Big! 12-pound capacity. Wash more clothes at one time. Save hot water, detergent, and work time."

It will also put more emphasis on its product quality story, and supply more selling information to distributors, branches and retailers. As part of the selling data, a complete training film will be available on the 1962 line.

**Holt is optimistic.** He expects 1961 unit sales to equal or be slightly better than 1960's. Looking into the future is a tricky business. When asked his prediction for 1962, the general manager said, "You can say 5%, 10% or 50% more. If we're not in a shooting war, I see increases of 5-10%."

"Time elements are involved," but

Holt thinks other manufacturers in the industry will follow suit with larger capacity washers. He said that "if response from customers is strong enough, and the producers think it's right, they'll follow. We, of course, believe it's right."

G-E is a member of the American Home Laundry Manufacturer's Assn. group which has a universal industry poundage standard under study. (Philco also has a 12-pound unit; Norge has "family size" tub; Speed Queen is claiming 20% to 30% more capacity.)

While there is no universal yardstick yet, General Electric has spent approximately \$7 million on redesigning its washer line. This enlarged capacity, but it also includes drastic mechanical changes.

Changes were drastic enough to embarrass the press. A testing magazine panned one G-E washer for not having a cut-off switch for unbalanced loads, but later learned that the washer had been redesigned to handle unbalanced loads without a switch.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

THIS  
IS WHERE  
DEALERS  
PLAN  
FOR  
PROFIT

The meeting's over. The dealers have gone their separate ways after a Whirlpool profit management seminar . . . a two-day session that covered four broad fields: planning, organization, supervision and coordination, and control of the dealer operation. Dealers explored how to select personnel, how to interpret a financial statement, how to run a service department . . . even how to open a branch! They took home a 270-page "Retail Profit Management Manual", later they'll receive bimonthly management bulletins. This down-to-earth dealer development program is the best way we know to help you build a successful business . . . with profits for you and profits for us. We consider dealer development a vital part of Whirlpool's quality performance story . . . that's why we believe, "Your greatest asset is our quality performance!"



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers  
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

# Electronic Imports: Two Industry Views

## EIA: Its Plan For Fighting Imported Parts

The board of directors of the Electronic Industries Assn., concerned with the effects of imports on the industry, approved a parts division plan for a grass roots educational program aimed at foreign electronics. What's its goal?

**Protection, basically.** The EIA wants to get remedial relief through legislation for parts manufacturers and ultimately for the whole electronics industry.

It wants small businessmen and employees who are affected by foreign imports (largely Japanese) to begin writing letters to their Congressmen. The reciprocal trade agreements expire next June, and the EIA wants to get its voice in before the legislative battles begin. Here's how they'll do it:

**Some \$50,000 has been set aside** for the project, to be paid by raising the dues of the members of the parts division. Brochures, slides and posters will go to member companies, who have optional use of the material. It will "... inform em-

ployees of the position of parts manufacturers on imports. . . ."

**The plan has some qualifications.** First, an emotional appeal will not be made to consumers of electronics products. The program is aimed completely at the manufacturing end.

The campaign won't attempt to persuade employees of electronic companies not to work on products which use imported components.

And all informational material will be monitored by the parts division committee before it's distributed. Here's some background on parts division thinking:

**The Japanese now own about 50%** of the transistor radio market, and are moving into other electronics products, such as tube radios, where the transistor market take-over seems to be repeating itself.

Relief under the escape clause of the reciprocal trade agreement is difficult to obtain. You have to show extreme damage before the government will take any action—and many industries hurt worse than the electronics industry have not been able to receive relief.

EIA feels the situation in the parts industry could get worse and spread to the rest of the industry. In sum: "The EIA feels that it has a right to tell its own case to its own people."

## ARIA: Imports As Seen By The Importers

The American Radio Importers Assn., in a letter from president Samuel Frankel to the House subcommittee which investigates the impact of imports and exports on American unemployment, said that increased trade restrictions aimed at Japanese electronics were unnecessary and might even be considered harmful.

Here's the way he reasoned:

**Japan had a trade deficit** with the U. S. of \$198 million, said the association. If you add to that the \$86.5 million of Japanese electronics imported by the United States, Japan would end up with a trade deficit of \$284.5 million. And this, said the letter, "would have seriously hindered Japan's ability to buy from the United States."

**Japan exported \$86.5 million** in electronics products to the U. S. in 1960, said Frankel. (Department of Commerce figures give a total of \$94 million for Japanese electronics exports to the U. S.) American electronics manufacturers "... enjoyed a combined total sales volume of \$9.7 billion. In other words protectionists ask us to believe that Japan's electronic exports, less than nine-tenths of 1% of the total U. S. electronics factory level market, have seriously endangered American industry," he said.

EM WEEK  
REPORTS ON

## APPLIANCE-TV

### PRODUCTS FROM JAPAN AFTER SEVEN MONTHS:

Here's what the Japanese have shipped to the U. S. in the first seven months, according to McGraw-Hill World News Tokyo Bureau:

Product	Units	Dollars
Television	8,715	\$ 602,651
Radios with three or more transistors	1,833,122	21,194,826
Toy transistors radios	2,338,481	5,955,040
Tape recorders	277,866	6,120,310
Radio phonographs	30,205	999,200
Tube radios	998,095	6,586,897

A couple of interesting facts pop up immediately. The Japanese have shipped fewer radios with three or more transistors here this year than they did for the same time in 1960 when 2,114,778 worth \$28,852,753 were sent. TV sets are averaging \$69.15 a unit.

Here's how U. S. imports from Japan shape up after seven months, according to Department of Commerce figures: Portable radios (except transistors) 89,917 worth \$586,573; transistor radios, including toys, 4,284,990 worth \$28,629,077; other radios, principally tube models, 575,028 worth \$3,762,593; radio-phonos, 28,879 worth \$1,289,292.

**M. LOBER & ASSOCIATES**, New York, and the G. W. Davis Corp., Richmond, Ind., have consented to a Federal Trade Commission order forbidding them to represent that they are the oldest and largest power mower manufacturers in the U. S. and the world. The commission adopted Hearing Examiner Herman Tocker's initial decision based on an agreement by the two companies and Morris Lober, an official of both. The two companies were charged (EM WEEK Mar. 20, p7) with falsely making these claims in advertisements.

**HARBINGERS OF GROWING INTEREST IN FM STEREO:** Command Records solicited business from FM station owners with a special mailing and so far more than 50 stations bought more than 25 records each, reported Loren Becker, national sales manager. And Bell Sound, offering a high quality tape transport to station owners so they can broadcast tape in FM stereo, also heard from more than 50 owners.

**DU MONT EMERSON CORP.**, marketing subsidiary of Emerson Radio & Phonograph Corp., will now be called Emerson Radio, Inc. Headquarters will remain at 680 Fifth Ave., New York 19.

**A PROFITABLE PICTURE:** Delmonico International, which imports TV, a complete line of radios and stereo consoles from Japan, just rolled up some fantastic percentage increases in sales volume. For the first seven months of the year, the firm is 100% ahead of the same 1960 period.

## FTC VS. REGINA:

The fate of manufacturers' suggested retail pricing in the electric housewares industry may be decided within the next couple of months.

Two weeks ago, The Regina Corp., Rahway, N.J., manufacturer of floor polishers and vacuum cleaners, defended itself against Federal Trade Commission charges that its suggested list prices were fictitious, misleading and unfair to competition.

The company claims its case is "a test issue, likely to affect the future of all manufacturers' list pricing policies." EM WEEK checked other appliance manufacturers and found they supported this view. However, while Regina defends list pricing, other producers were of the opinion that the abolition of manufacturers' suggested pricing would benefit the industry, not harm it as Regina contends.

The counsel for a large major appliance manufacturer, attending the FTC hearing as an observer, said the outcome undoubtedly would have far-reaching effects on the whole appliance industry. He declined to be identified.

Commenting anonymously on the Regina case, a major manufacturer of floor polishers, vacuum cleaners and

## Test Case For

other electrics said suggested retail prices were to blame for fictitious pricing in the industry. "How can a manufacturer compete with an \$89.95 (list price) vac that sells for \$79.95 against a \$99.95 (list price) machine that sells for \$69.95?" he asked.

A spokesman for a large appliance producer put it this way: "Manufacturers' suggested prices are nothing more than a means of evaluating a product for the consumer." He believes prices eventually will stabilize without government interference. Specifically, however, he felt the vac business would benefit from a positive FTC ruling on fictitious prices. "The vac business always has had inflated prices." When asked if it might be better for manufacturers to drop suggested prices and let selling prices be determined by competition in individual marketing areas, a suggestion made by the FTC, he replied: "Yes, that would be the obvious solution." A trend in this direction already has been set by several manufacturers, among them Admiral, Frigidaire, Gibson, Whirlpool and Norge.

Following are excerpts from the direct testimony given at the Regina-FTC hearing:

### WHO WAS WHO AT THE HEARING

**Herman Tocker** FTC Hearing Examiner

**Ames W. Williams** Attorney for the FTC

**Chester Mueller** Attorney for Regina

**Lannon F. Mead** Regina's President

**Neil H. Borden** Professor of Marketing, Graduate School of Business Administration, Harvard University

**Mort F. Farr** Board Chairman, National Appliance, Radio & TV Dealers Assn.

**Robert E. Cassatt** Regina's Vice President of Marketing

The hearing was held Sept. 13 and 14 at the U.S. Customs-Court House, New York City.

**Tocker:** Well, if the Federal Trade Commission came down with a definitive ruling as to whether a particular practice is proper or not proper, assuming it came down with a ruling that it was not proper and it went through all the gamut of appeals and so on, but it was a final ruling, what would be your position with respect to future conduct along those lines?

**Mead:** I can hardly believe—if I may make a statement here—I can hardly believe that in what I have known as our free enterprise system that any governmental agency would undertake to put the pricing of my products in the hands of—my idea of the proper price of my products in the hands of people who had nothing to do with its origination, with its concept or with its quality.

**Tcker:** Let's assume that they did that, even though I don't think they are trying to do that in this complaint. But let's assume they did that.

**Mead:** I think I might turn from a first class citizen to a second class.

**Tcker:** You mean you would violate that—

**Mead:** I didn't say that.

**Tcker:** That is what I want to find out.

**Mead:** Of course, I would never knowingly violate any rule or regulation. I never have. But I wouldn't want to be in this business very long after that, if we were singled out along in this path . . .

**Mueller:** Professor, have you examined Regina's suggested prices for its vacuum cleaners and its floor polishers?

**Borden:** I have.

**Borden:** I think at the present time a distributor needs in the area of 15% to cover his cost.

**Mueller:** When you say 15%, it is 15% of what figure?

**Borden:** Of his selling price, his net sales. It's always based on net sales.

**Mueller:** In your examination of Regina's suggested prices to the distributor, did you find them in line or not in line with this common percentage?

**Borden:** The Regina figures would be quite in line with the figures that have been shown by NARDA. Now, the amount of margin that a retailer would get from Regina, if he followed the suggested prices and the distributor's suggested selling price, varies with the quantity at which the distributor buys and the quantity that he sells . . .

**Mueller:** When a manufacturer lists or suggests retail price, forgoing Fair Trade now—and furnishes that information to a dealer, what in your opinion is he expressing?

**Borden:** He is giving his idea of the value of that product at retail. He is expressing his opinion of what it might well sell for, in light of the margins needed by distributor or wholesaler and retailers.

**Mueller:** Is there such a thing as a customary retail price for household the Federal Trade Commission said

—is there such a thing as a usual and customary retail price for household appliances?

**Borden:** At the present time I should say it would be almost impossible to arrive at a usual and customary retail price within a market area. You find competition at retail taking so many varied paths. You find that the functions would be performed by different retailers and what service they give will vary. You will find companies using products as price leaders, so that when a product is not subject to price maintenance, and of course we still have products where they are attempting to maintain price, you will find in the market at any one time and from day-to-day a whole series of prices that you might find if you were to shop . . .

**Mueller:** Would you say it is practical and realistic for a manufacturer to attempt to set a suggested list price in a trading area based on the prices being paid in that area?

**Borden:** I don't see possibly how he could determine a usual and customary price for an area, because there is such a wide variety of prices that are going to be found.

**Mueller:** As a result of your studies, these case studies, why do you feel

that it is desirable for a manufacturer to suggest list price . . .?

**Borden:** As I stated a while back, price is a very important element in connection with any product. A manufacturer, when he is trying to sell his product, trying to promote it, often needs to give the consumer some evidence with regard to the value or the near value . . .

Then they came in with price maintenance laws very widely adopted, and so long as price maintenance was enforced we had something; but that pretty much broke down. So that it is only the occasional manufacturer you find now who still does stick to price maintenance, where you get a customary price. Now, in spite of the fact that you don't have the same price, you have this indication of value that you need to give to the consumer to let him know . . .

**Mueller:** Do you think that the elimination of suggested retail prices by a manufacturer would harm or do a disservice to the retailer?

**Borden:** I think in many cases it would. I would have to qualify that in other instances. If I may make this comment, and I don't know whether this is—

**Tcker:** You say in many cases, yes;

### THE FTC CHARGES . . .

- The company's suggested list prices are fictitious, as they are not the "usual and customary" prices prevailing in a given market area.
- The company's suggested list prices mislead the buying public.
- The company's suggested list prices are unfair to competition.

# The Electric Housewares Industry?

and in many cases no. Tell us the cases yes and tell us the cases no. . . .

**Borden:** It's a help to the retailer because it tells me "Here is the manufacturer's price plus the usual trade discount." . . .

It is also an advantage to particularly the small retailer. I think often he needs guidance as to how he should price, and this gives him some guidance in that way.

**Mueller:** Would you say that giving a retailer a suggested retail price lessens competition or increases competition at the retail level?

**Borden:** I should say that the history of the last 10 years would be—and here is where I get around it, where by harm theory serves. It might harm retailers because I think it has tended to intensify competition at the retail level . . .

**Mueller:** Professor, having examined Regina's suggested retail prices, in your opinion, and using the commonly accepted definition of the word "fictitious," do you consider those prices to be fictitious?

**Borden:** I do not.

**Mueller:** Do you believe that a consumer seeing in any advertisement, such as these exhibits show where a suggested retail price is indicated but the sales price is less—do you believe a consumer or the buying public would be deceived by the fact that such suggested retail price appeared in the advertisement?

**Borden:** I do not think so. I think that the consumer has become so habituated, accustomed, conditioned to the idea of the manufacturer's suggested retail or list that instead of being a hindrance to him, as I think I stated before, I think it can be a help. It provides a comparison standard . . .

**Williams:** Don't you think that model numbers and other detailed information would serve to identify different appliances to consumers as well as a list price which may in fact not be the price at all in that area?

**Borden:** I think yes, you have model numbers. You try to make it—let me just say this: That you don't want to make it hard for your consumer, and the more information that you can give the consumer, the more you are going to help him in his own planning of shopping, and it is a means of getting a conception of, well, what is the difference between this—I used this matter of the camera.

We may speak of a model so-and-so and so-and-so, but if you didn't put in there some indication that "This

is a \$300 camera; this is only a \$50 camera" he isn't in as good a position to know in his buying; he isn't going to be happy . . .

**Mueller:** What would you do if you were deprived of a suggested retail price?

**Farr:** Well, they would suggest, or I guess I would do it—now, they kind of gave me an idea that you would have to call a few competitors to find out what they were selling it for.

**Mueller:** Would this tend to collusion between competitors?

**Farr:** Well, I suppose some other branch of the government wouldn't like it if they all came up with the same price . . .

**Mueller:** Would you say a buyer, the buying public, the purchasing public, on the average can determine the value of what he is buying merely by looking at the item?

**Farr:** Most certainly not in many things. Without a list price on your things it would be difficult even for a dealer with experience to know the various models and in what category they should fall . . .

**Mueller:** The abolition of a manufacturer's suggested price, would that add to or detract from the burdens of a retailer?

**Farr:** This will certainly add to it . . . **Williams:** This list price makes it very easy for the lazy man, doesn't it? He doesn't have to take very careful steps for checking cost and so on. Do you sell everything at list?

**Farr:** No, sir, I don't sell at list.

**Williams:** Do you check what your competition is doing?

**Farr:** I don't meet my competition.

**Williams:** But you check them?

**Farr:** I don't have to check them. The customers tell me.

**Williams:** They are aware of it and so are you. I cannot see how this situation has changed any with this manufacturer's list price because it seems you will have to go through the same steps with it or without it.

**Mueller:** Can you tell us now how you arrive at a suggested list price?

**Mead:** First of all we must price it where the customer will buy it. That's kind of a perilous operation. If you price too high you will not sell and if you are lucky enough to sell at that price, at too high a price, if your product becomes popular even though it is higher priced, you will invite immediate competition at lower prices.

**Mueller:** What do you do, what mathematics do you go through in arriving at a suggested list price . . . ?

**Mead:** The practice today is within the range of, in the lower end, what we call the lower end, the cheapest models—the provision of about 13% to the distributor and 20% to the dealer.

**Mueller:** What would that be at the so-called, I assume it's called, high end?

**Mead:** That would go up to about 19% to the distributor and 38% to the dealer.

**Mueller:** Those prices are the ones that are then suggested to the trade, is that correct?

**Mead:** Yes, sir.

**Tucker:** You say 19 for the distributor and 38 for the dealer?

**Mead:** Yes.

**Tucker:** Give it to me in dollars and cents, I didn't get it . . .

**Mead:** \$29.95 list price, the distributor pays \$18.25 and sells it to the dealer for \$21.25, or he gets three dollars, which is about 13% of 18 1/4. Then the next step here is the dealer to the list price.

**Tucker:** That's what I assumed was meant, but that isn't what you said at least I don't think that's what you said . . .

**Williams:** Can't the consumer be deceived today with shoddy merchandise with a high manufacturer's list price on it?

**Mead:** I have seen some pretty horrendous list prices, sewing machines being an instance, but they are not Singer's, and they are not . . .

**Williams:** In other words, it is in your opinion shoddy merchandise with a high list price?

**Mead:** Yes. We are talking about no list now.

**Williams:** I was talking about the inverse of the situation that you mentioned in your testimony. I say, couldn't you have shoddy merchandise just as well with a high list price . . . ?

**Mead:** Yes, but it wouldn't sell. How can it . . . ?

**Williams:** You think that you would be at a competitive disadvantage, then, if you were not permitted to use a manufacturer's list price?

**Mead:** I think it would be entirely destructive of our business . . .

**Tucker:** . . . What are the purposes of having suggested retail selling prices?

**Mead:** It's been a way of identifying the value of a product. Certainly no one, in my opinion, is better qualified to value its product than the person who makes it. Now, we happen to say, and I believe with justification, that we put more into our product than any of our competitors. And, fundamentally, I believe the trade recognizes it.

**Tucker:** You have got identification and you have got valuation. That's two purposes. Any others?

**Mead:** Value to the consumer, of course, which is a valuation.

**Tucker:** Is that about it?

**Mead:** I would presume so . . .

**Mueller:** We have heard reference made to facts of life in marketing and selling. Now, can you explain what the problem is, the problem that faces a manufacturer in today's marketing of a household appliance in brief terms . . .

**Cassatt:** . . . Right now we are in a retailing revolution, actually, because the consumer whether we like it or

not as manufacturers, has learned to like and respect the way some discounting operations are done. They know when they go there, they get value, such as the case with our regular Electrikbroom and our floor polishers. These are high demand items. These are items that are made by a company that has a high recognition factor in the field . . . These are advertised in the newspaper and people go to buy. That's one of the reasons why you find anything that is good today, you will find these stores offering these as values to woo that consumer into their place of business. So we can look forward to more chaos at retail until the dust settles, and I doubt that will ever settle . . .

**Mueller:** You said you did market research in order to arrive at what a suggested retail price should be. Do you consider that a function of the manufacturer on behalf of all of his dealers?

**Cassatt:** Absolutely, no one else can do it.

**Mueller:** In other words, the dealer could not—each individual dealer could not do it, is that correct?

**Cassatt:** Yes . . .

**Mueller:** Do you believe Regina's recommended prices are fictitious?

**Cassatt:** I certainly do not.

**Mueller:** Do you think there is any such thing as a usual and customary price in any trading area?

**Cassatt:** Not in any trading area, not by day and not by hour.

**Mueller:** Do you think any customer or consumer would know what a usual and customary price is when he goes to buy?

**Cassatt:** No.

**Mueller:** Do you know of any consumer that has been deceived by Regina's suggested retail prices?

**Cassatt:** No.

**Mueller:** Do you believe anybody is deceived by those prices?

**Cassatt:** No . . .

**Tucker:** Supposing, and it could happen, you know, that the Federal Trade Commission issued an order in this case restricting your activities to the extent that you were directed to refrain from utilizing or publicizing retail list prices, or suggested retail selling prices, what would be your attitude to such an order?

**Cassatt:** This is the law of the land. If this is the law of the land, I will obey it.

**Tucker:** Let's consider the hypothetical situation where only Regina was stuck with it because they happened to be the first company that was hit by the Federal Trade Commission. And we have these 15 or 20 competitors who felt you did a bang-up job with Regina, but you couldn't operate too well under the new circumstances and they solicited you.

**Cassatt:** As they say in the trade, "That's the way the cookie crumbles." If this is it, this it is. I have no intention of moving to another company because we were singled out.

**Tucker:** You really weren't singled out, but you managed to be hit first by the charge, not by the order. Would you take such a job with Thompson or Sunbeam?

**Cassatt:** I think the question is entirely unfair and I refuse to answer it because I still have to feed my family.

## REGINA CLAIMS . . .

- Its suggested list prices are a true indication of product values and a "usual and customary" price is almost non-existent today.
- It has never suggested list prices as a means to deceive the buying public.
- It has no knowledge its suggested list prices injure competitors.

## YOUR personal BUSINESS

What's the truth about tranquilizers and "lift pills"? Two facts clearly emerge: They are both becoming more and more a part of standard treatment for a wide range of emotional disorders—and their use in the hands of physicians is becoming surer and safer. Nevertheless, there are increasing dangers when these drugs are taken without regard to medical advice. Using them without a prescription or taking an overdose can be a serious threat to your health.

• Lift pills are just what the name suggests—pick-up pills for those who feel listless, sluggish and run-down. Designed to lift you up from the doldrums, they fall into two categories: The "psycho-motor" drugs and the new and more potent "psychic energizers."

Psycho-motor drugs, such as Benzedrine, Dexedrine, Methedrine, Meratran and Ritalin, are used for treatment of lethargy and mild low moods. Taken in pill form, they stimulate the physical-muscular system and help sharpen mental attitude—if you stick to doctor's orders. These stimulants act fast. And when they are taken in excess there is danger of a person experiencing a sharp letdown or depression afterward.

The psychic energizers, such as Marsilid, are designed to cope with somewhat deeper emotional depression. When taken as prescribed, they permit you to function normally, without stimulating you to an abnormally high pitch. Moreover, there is no abrupt letdown and blood pressure tends to be lowered, not raised, as with the use of psycho-motor stimulants.

• Tranquilizers are roughly the opposite of lift pills. If you find it difficult to relax, feel jumpy and constantly overactive, perhaps tranquilizers will help you. They decrease the sensitivity of the nervous system, so that internal and external pressures no longer result in an incapacitating emotional reaction.

But despite the success stories you hear about widespread use of both lift pills and tranquilizers, some specialists are still troubled by possible dangers.

Here are several points on which they base their concern and skepticism:

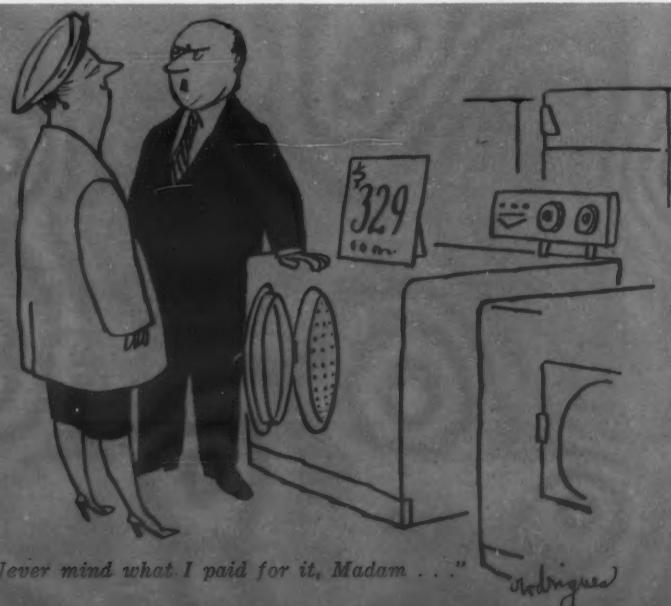
- Relied on too heavily, these drugs may become a crutch or an escape, and the person may tend to lose his natural ability to combat the normal stresses and strains of high-pressure living.
- Little is known about how some of these drugs work and, with several of the newer ones, long-range side effects continue to be a mystery.
- Use of the drugs may hide symptoms of a serious condition that should be treated by other means.

▲ ▲ ▲

Don't neglect to get reimbursement from your company if you spend money for such things as entertainment and gifts to promote company business. You can't count on taking the expenses as a deduction from your income because it is not permitted. As a case in point, the vice president of a company spent his own funds on entertaining employees and providing gifts for them and their families. He claimed the amount as a deduction for "ordinary and necessary business expenses." The company would have reimbursed him if he had asked. But his deduction was not allowed. The Treasury holds that expenses for which there's a right to reimbursement are not deductible expenses.

▲ ▲ ▲

Have you ever thought of art as an investment? Collecting paintings can be a sound financial investment as well as a great pleasure. But you should have a method for building a collection, detecting forgeries and selecting works that will make it worthwhile. Art As An Investment may be an idea you've been toying with; it's also the title of an illustrated book by R. H. Rush to be published next week by Prentice-Hall, Inc., which describes all aspects of buying paintings and covers things you should know prior to investing.



"Never mind what I paid for it, Madam . . ."

## EDITORIAL

### Debt Merchants

LAURENCE WRAY, EDITOR

You may be getting some repercussions in the months ahead on the subject of consumer credit—a matter of no little concern to all who rely primarily on installment selling.

Sen. Paul H. Douglas (D-Ill.) introduced a bill in 1960 requiring full disclosure by lenders of the true cost of consumer credit. The bill (S. 2755) failed of passage at that time, but is going to be re-introduced. Passage of the measure would make it mandatory for all sellers of credit to inform the purchaser of the cost of the finance charges in dollars and cents and in terms of simple annual interest. The aim of the bill, according to Senator Douglas, is not to control credit, but merely to let the consumer know exactly what he is paying for financing a purchase. He contends that the reduction of consumer credit financing charges to a common yardstick will enable the borrower to shop around for credit as he now shops around for the best trade-in on an old appliance, or the lowest price for a new one.

He further points out that consumers do get accurate information on some types of transactions. For savers in credit unions, commercial banks, or savings and loan associations, the dividend and interest rates are stated in terms of the true annual interest rate. Likewise, the price of credit extended to business firms is invariably quoted in terms of simple annual interest rates. Yet, as an installment borrower, or buyer the average consumer is usually denied such accurate credit-price information. The Douglas bill, he says, merely asks that the consumer be afforded the same information in the same terms as the wholesaler or retailer of credit demands for himself.

Gist of the Douglas thesis, apart from his Senate testimony, may be found in his introduction to a new book by Hillel Black called, "Buy Now—Pay Later"—a book that may rival Vance Packard's "Waste-Makers" for honors on the best-seller lists.

Basic argument of the book is that about 100 million Americans are living off the cuff.

To buttress his point he points out that all consumer debt, that is debt owed by individuals as distinguished from business or the government, totals a staggering \$195 billion, nearly a 200% increase over the past 10 years. In the same period, consumers' disposable income (income after taxes) increased only 60%. Breaking down the \$195 billion of consumer debt shows Americans currently owing \$139 billion in mortgages and \$56 billion in short term or intermediate debt, or what the government calls "consumer credit." Consumer credit—the key to the rise in private debts—has increased over 550% since 1940, he says. In the last 10 years it has more than doubled and, by 1970 experts predict that consumer credit will reach \$107 billion, or nearly double again.

Perhaps the most disturbing aspect of the book, however, deals with the emergence of a new type of entrepreneur, the debt merchant. Today, every auto dealer, commercial bank, department store, small loan operator, sales finance company, as well as nearly every Main Street retailer is in the business of selling debt. Never have so many owed so much. Never has so much profit been made out of debt itself. And those last two Churchillian quotes were from the book itself. But the proof lies in the fact that the American consumer pays an estimated \$11 billion interest every year on that debt alone.

Now, obviously, there are two sides to every story. The mere fact that the Douglas bill, designed to inform consumers of the true cost of consumer credit, has yet to see passage means that either powerful lobbies fought it, or that there were cogent arguments brought forth as to its workability. We'll examine these pros and cons next week.

# Double-Barreled announcement from Briggs & Stratton

**EXCLUSIVE**  
**NEW**  
**“EASY-SPIN”**  
**STARTING**  
**SYSTEM**

**EXCLUSIVE**  
**“KOOL-BORE”**  
**PROVEN**  
**ENGINE DESIGN**

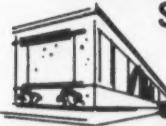
...the builders of over  
25,000,000 single  
cylinder engines

Find out more about these, and other,  
BRIGGS & STRATTON exclusives at the

**NATIONAL HARDWARE  
SHOW**

OCT. 2-6  
McCORMICK PLACE  
CHICAGO, ILLINOIS

Booth No. 1157



EXCLUSIVE: from BRIGGS & STRATTON

# "EASY-SPIN"

new, safe, fool-proof starting system  
cuts starting effort in half



The new "Easy-Spin" Starting System (patented) reduces starting effort by 50%—just a smooth, easy pull of the starter cord or a few easy turns of the "Shock-Free" starter and the engine's running — ready to go to work — safer too.

This *exclusive* new feature is standard on all Briggs & Stratton engine models identified by the "Easy-Spin" label.

The "Easy-Spin" Starting System on Briggs & Stratton engine powered equipment gives you another *exclusive* to sell.

One of the many exclusive patented features  
built into Briggs & Stratton engines.

**EXCLUSIVE: over 10,000,000 "Kool-Bore" engines**

# "KOO-L-BORE"

**chrome-plated aluminum-alloy piston...  
high silicon-copper aluminum-alloy cylinder**



The over 10,000,000 engines of the "Kool-Bore" design, produced exclusively by Briggs & Stratton, have established an unmatched record for superior performance. These engines with the chrome-plated aluminum-alloy piston and the high silicon-copper aluminum-alloy bore are stronger — tougher — run cooler — use less oil — need less service and last longer.

"Kool-Bore" engines are the finest single-cylinder engines ever built — first in quality — first in performance — first in owner acceptance.

Briggs & Stratton "Kool-Bore" engines on powered equipment give you another *exclusive* feature to sell.

**Briggs & Stratton is the world's largest and  
most experienced single-cylinder engine builder**



**BRIGGS & STRATTON CORP.  
MILWAUKEE 1, WISCONSIN**



Model T1800  
19" Portable TV \$178.00\*  
Available as Model R1818  
with Wireless Remote Control



This Full Power Transformer chassis TV is the most POWERFUL sales-getter in the industry with the new Sleep Switch timer that allows your customers up to 3-hours' playing time, then shuts TV off automatically... and the exclusive Personal Listening attachment for private listening... plus all the quality Emerson features your customers want. Get in on the BIG volume profit picture with this sensational portable TV value. Write, wire, or phone your Emerson distributor today!

1372 sq. in. viewable area  
\*Suggested list. Slightly higher in some areas.

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Always first in quality... now tops in beauty

**Enterprise**

NEW... GAS AND ELECTRIC RANGES

THE BEST LOOKING... THE BEST COOKING...  
**THE BEST SELLING**

If you don't know Enterprise, you owe it to yourself to find out more about this medium priced line with the features and quality of high priced ranges.

Enterprise is built to exacting standards by skilled craftsmen who have been manufacturing ranges for over a century.

Now this service-free quality has been teamed with beautiful, new, contemporary styling to bring you the greatest value in free-standing ranges anywhere.



GAS  
36" SERIES  
MODEL 1624-A



ELECTRIC  
36" SERIES  
MODEL 124A

**WRITE TODAY FOR NEW CATALOG**

Phillips & Buttorff Corporation  
Nashville 8, Tennessee



Eyeing the future was WDHA-FM, one of four stations broadcasting FM stereo at the show. The New Jersey station is on the air with 18½ hours of FM stereo per day.

## Hi-Fi Show: FM Stereo From Station To Speakers



Two generations of audiophiles listen to FM stereo on Harman-Kardon's F-500X tuner, one of three multiplexed tuners in its line. Also in line: Four FM stereo adapters.



Sitting on sound are composer Remi Gassmann and Richard W. Jones, vice president of Ravenswood, whose bench-mounted speakers fire directly onto a wall for maximum sound deflection.



KLH Research and Development's Model 9 was one of several new ultra-thin speakers at the show. Measuring 70 by 23½ by 2½ inches, a pair can be yours for \$1,030.

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## EM WEEK READERS SAID . . .

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

### Editor, EM WEEK:

Have enjoyed reading your accounts of Maytag's new products and its Highlander promotion for the past few weeks. They have been accurate, with one major exception: Your reference to them as "1962" products.

The Maytag Co. has never produced annual models of its appli-

ances, does not now produce annual models and will not in the future make annual models.

We at Maytag believe that annual models, far from being the purported sales stimulant, are actually an economic millstone around the dealer's neck.

He not only suffers the inevitable inventory problems of obsolete merchandise, but we believe that products sold on this basis cannot be as service-free as those that remain in production long enough to have their "bugs" exterminated. And to most dealers, certainly, this represents a threat to profits and customer satisfaction.

While we most assuredly make changes whenever we have something better to offer the dealer and his customers, we categorically refuse to change our products on an

annual basis for the sole purpose of obsoleting existing stocks of merchandise.

Sincerely yours,

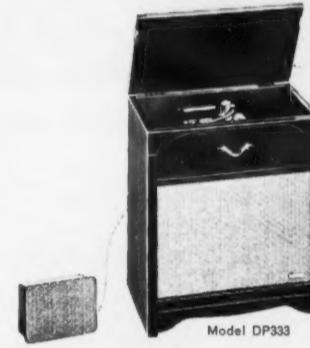
Robert J. Hoover  
Manager, public information  
The Maytag Co.  
Newton, Iowa

### A Correction

A typographical error in the Sept. 18 issue of EM WEEK inadvertently hiked the base price increase reported for Speed Queen division's model A38 enlarged capacity automatic washer.

Actually, as reported in the Sept. 11 EM WEEK the base rise was only about 1 1/2%, not the 11 1/2% mistakenly referred to on page 4 in the Sept. 18 issue.

ONLY  
dependable  
BSR  
gives your sales and profits  
this triple assistance!



Again it's BSR in DECCA . . . Stereo High Fidelity Console in Mahogany, Walnut or Cherry!

Built-in BSR helps to lower your service costs . . . helps to widen your profit margin . . . works hard to build sales and satisfied customers for you! This important feature of the famous hi-fi you sell is the world's favorite record changer . . . enjoyed by most millions around the globe! Its very popularity reduces costs, increases profits . . . because BSR is mass-crafted with precision controls, and so effectively that it delivers extra years of trouble-free, profit-saving service. And only BSR features the sets you sell in national advertising to over 57,000,000 U. S. readers!

#### BSR meets the highest standards of fine "packaged" hi-fi

• Plays at all speeds . . . plays all record sizes intermixed • Light, skip-free tracking, as low as 2 1/2 grams, protects both records and fidelity . . . tone arm adjusts to all cartridge compliance requirements • Hum-free, rumble-free shielded motor has extra power, precision balance, full rubber suspension • Concentrically weighted heavy turntable stops flutter and wow • Completely tropicalized, humidity-proof • Detailed specifications, service charts and parts list on request.



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**LIFE** **LOOK** **POST**  
and other leading publications.

# WOULD YOU DREAM SUCH A BEAUTIFUL BUILT-IN COULD COST SO LITTLE?



■ One look tells you Hotpoint's new Town and Country built-in range is modern flameless cooking at its finest. Twin control towers, on a striking brushed-chrome top, give you Touch Command cooking. Touch a button for fast, precise heat that cooks as cool and clean as a day in spring... touch a dial and the giant oven bakes or roasts automatically, broils with charcoal-like heat. The door lifts off for easy oven cleaning—and it comes in your choice of 5 decorator colors,

brushed-chrome or white. Notice, too, how the entire range fits flush and snug with cabinets for true custom beauty. ■ And yet, you can enjoy all this built-in luxury for about \$100 less than installing a comparable wall oven and cooktop. You save space, too, for the entire unit is only 30 inches wide (24 inch model also). ■ Whether you're building or remodeling, see all the new Hotpoint flameless ranges—built-in and free-standing—at your dealer's soon.

**Hotpoint**  
A Division of General Electric Company, Chicago 44, Illinois

This ad will appear in the SATURDAY EVENING POST,  
AMERICAN HOME, GOOD HOUSEKEEPING and in  
many other leading, wide-circulation home publications.



# GET INTO THE BOOMING BUILT-IN BUSINESS

WITH NEW NATIONALLY-ADVERTISED

# Hotpoint town and country RANGES



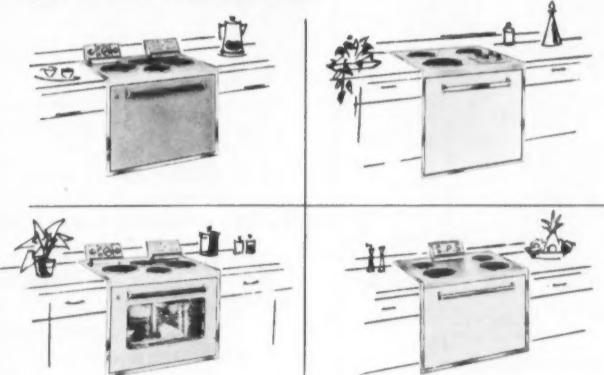
## THE RIGHT PRODUCT

Hotpoint's Town and Country is right for your customers because it has the built-in look without the built-in price. It sells for about \$100 less installed than a comparable built-in oven and cooktop, yet has the sleek "custom-fitted" look people want. The Town and Country is right for you because it's a fast-moving, top-profit range you can install yourself quickly and easily.



## THE RIGHT MODELS

There are four Town and Country Ranges, one just right for every customer, every kitchen. They are available in 7 smart finishes, in 24" and 30" widths. Hotpoint's big selection of sizes, finishes and features is sure to suit any built-in prospect and help you realize booming sales.



## THE RIGHT EXPOSURE



More than forty million home-minded readers of *Post*, *American Home*, *Good Housekeeping*, *Home Modernizing Guide*, *Living's Guide to Home Planning*, *New Homes Guide* and *Better Homes and Gardens Kitchen Ideas* will see the Town and Country range in full-color pages this Fall—the heart of the remodeling season.



## THE RIGHT FLOOR DISPLAY



This life-size, life-like display lets you show prospects how easily the Town and Country installs and how it will modernize their kitchens. Get sales off to a flying start by setting up these low-cost displays on your floor and in your window.

**Call your  
Hotpoint  
Distributor Now!**

*Yours to sell...*

# BIG CHRISTMAS OFFER FROM GENERAL ELECTRIC!

Just in time for your big selling season—General Electric's new Trimline portable stereo, wrapped up in an exciting promotion to help you sell it. Your customers will see it announced in a spread in the November 17th issue of *LIFE* reaching 32 million people.



## SELL THESE 3 FOR \$149.95!

**\* New Portable Stereo.** The exciting new Trimline by General Electric, a brand new design in portable stereo. Custom changer flips down and out; speaker wings swing out or detach for wide sound separation. Big stereo sound in a compact, durable all-steel case, clad inside and out in lustrous, scuff-proof vinyl.

**\* 12 LP Stereo Records.** The very best in modern and classical music, featuring America's

top recording artists. Worth \$60.76 (if purchased at manufacturer's listed prices).

**\* Pocket Transistor Radio.** Big sound in a small package. Six-transistor General Electric radio is a favorite everywhere. Fits in purse or pocket, weighs only 7½ ounces.

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**

**FREE  
THESE 3 BIG  
EXTRAS**

**1.** Exclusive Bing Crosby Christmas record. This specially pressed compact LP is a \$1.49 value—you offer it to your customers for just 50¢. It's available only through General Electric dealers, and you get 20 of them free with your order.

**2.** Your name listed in *LIFE*, directing the customers in your neighborhood to your store.

**3.** A complete, hard-hitting point-of-purchase kit to help you build sales.

You'll want to cash in on this "can't miss" promotion. Ask your General Electric Distributor for complete details.

AN EM WEEK EXCLUSIVE:

## **Specifications For 1962**

Along with specifications and how-to-sell information on radios and TV (EM WEEK Aug. 28 and Aug. 21) this special section on 1962 phono lines can be the basis of your fall-Christmas profit program for consumer electronics.

Use these complete specs\* and market potential analysis for 1962 phonos to boost your volume, prime your sales staff, push the features most wanted by consumers and to compare your line with that of your competitors.

This special section, exclusive in EM WEEK, was designed especially for the independent appliance retailer who wants easy-to-read, ready-to-use home electronics information all in one place. Extra copies are available.

Specifications start on next page.  
Market potential starts on page 62.

phonos

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos—Portables

IDENTIFICATION						OVER-ALL DIMENSIONS				CABINETRY		STYLUS	
MODEL NUMBER	MONOPHONIC OR STEREO	MANUAL OR AUTOMATIC	THREE OR FOUR SPEEDS	AUTOMATIC MIXING	MANUFACTURER'S SUGGESTED RETAIL PRICE	HEIGHT (in inches)	WIDTH (in inches)	DEPTH (in inches)	WEIGHT (in pounds)	MATERIAL	FINISH	SINGLE OR DUAL	SAPPHIRE OR DIAMOND
<b>ADMIRAL</b> — Admiral Sales Corp., 3800 Cortland St., Chicago 47, Illinois													
Playboy Y4219	M	Auto.	4	X	\$49.95	8 1/8	14 7/8	17	21	Wood With Pyroxylin-Coated Fibre-Covering	Leatherette Blue/White	D	Saph./Saph.
Carousel Y4229	M		4		59.95	8 1/8	14 7/8	17	22		Green/Silver White		
Skylark Y4237	M		3		79.95	9	15 1/2	17 7/8	23		Brown-White		
Melody Y4248	S		4		69.95	8 5/8	15 1/2	17 3/16	24		Green/White		
Interlude Y4257					109.95	8 7/8	22 3/4	16 1/4	35		Brown/White		
Kingston Y4269					139.95	9 11/16	24 1/4	19 3/4	45		Leatherette		
Troubadour Y4287					169.95	10	15 3/4	20 3/8	31		Leatherette		Diam/Saph.
<b>ANDREA</b> — Andrea Radio Corporation, 27-01 Bridge Plaza North, Long Island City, 1, N.Y.													
PP-A-3S Compact	S	Auto.	4	X	160.00	9 3/4	19 1/2	19 1/2	35	Wood-Pyroxylin	Charcoal Gray, Suntan Brown	D	Saph./Diam.
<b>ARVIN</b> — Arvin Industries, Inc., 13th St., Columbus, Indiana													
90P47	S	Auto.	4	X	119.95	9 1/2	22 1/2	22	40	Wood With Pyroxylin Cloth Covering	White	D	Saph./Saph.
91P38					99.95	10	20		30		Cordovan & Beige		
91P39					99.95	10	20		30		Black & White		
81P78					79.95	10 1/8	15 1/2		28		Blue & Gray		
81P75					79.95	10 1/8	15 1/2		28		Brown & Tan		
81P68					59.95	9 7/8	16	15 1/4	19 1/2		Sandalwood & Beige		
71P19	M				59.95						Blue & Gray		
81P23					49.95						Red & Gray		
81P25					49.95						Blue & Gray		
81P15		Man.			19.95	5 5/8	12	9 1/2	8		Turquoise		
<b>AUTOCRAT</b> — Autocrat Electronics Co., 5024 Elm St., Skokie, Ill.													
158	M	Man.	4		19.95	5 1/2	12 3/4	11 5/8	8	Wood-Pyroxylin	Tan Alligator	S	Ozonium
252-T					22.95	6	12 1/2	10 3/4	9		Green & Gray, Brown With White Beading, Red With Gold Beading	D	Saph./Saph.
25A					29.95	8	14 1/2	12	10		Two-Tone Green With White Beading		
257-T					29.95	6	13 1/2	14 1/2	11		Gray & Maroon, Or Green & Tan With White Beading		
352-M		Auto.		X	49.95	8 1/2	16	17 1/2	20		Gray, Lined With Red, With White Beading		
352-S	S	Auto.		X	54.95	8 1/2	16	17 1/2	20		Pick Up Same As 352-M		
57	M	Auto.	45 RPM only		31.60	7 1/2	12 1/4	12 1/4	10		Red & Gray, Lined With Gray Linen, Green, Silver Fox & Ivory, Lined With Gray Linen	S	Saph.
<b>BIRCH</b> — Boetsch Bros. 115 Cedar St., New Rochelle, N.Y.													
50-556	S	Auto.	4	X	99.95	16	22	18 1/2	25	Wood	Charcoal/White	D	Saph./Saph.
S-34	S				69.95	8 1/2	14 5/8	13	17		Light Gray/White		
SW-351	S				79.95		22	16	24		Beige/White Charcoal/White		
60-D	M				54.95		16	14 1/2	17		Black/White Mocha/White		
6-A					54.95		13	14 5/8	15		Green/White		
40		Man.			19.95	4 5/8	12 3/8	10 5/8	48		Blue/White Green/White	S	Saph.
204		Man.			27.95	5 5/8	12 3/8	10 3/4	8		Blue/White Red/White	S	Saph.

POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES		OTHER SPECIAL FEATURES	
EIA STANDARD MUSIC POWER (in watts)	PEAK POWER	LOCATION	NUMBER	SIZE (in inches)	SHAPE	SEPARATE BASS AND TREBLE	SEPARATE STEREO BALANCE	AUXILIARY JACKS (number and type)	TYPE OF RADIO TUNER (optional or original equipment)	REVERBERATION (optional or original equipment)
1.0	2	Front	1	5 1/4	R					Linear Speed Selector Auto. 3-Way Shut-Off
1.0	2	Front	2	5 1/4						Linear Speed Selector Auto. 3-Way Shut-Off
1.0	2	Front	1	5 1/4				AM-Orig		Linear Speed Selector Auto. 3-Way Shut-Off
2	4	Speaker-Lid Phono Unit	2	5 1/4						"Phantom 3rd Channel," 3-Way Shut-Off
2	4	Wings	2	5 1/4		X	X			Auto. Bass Boost. "Phantom 3rd Channel," 45RPM Spindle
6.5	17	Wings	4	6 3 1/2		X	X			Twin Swing-Out Speakers For "Phantom 3rd Channel". Sep. Loudness Control.
6.5	17	Wings	4	6 3 1/2		X	X			Sep. Matching Twin Speakers Enclosure Unit. Sep. Loudness Control.
NI	16	Front, Side	4	2-6 1-4x6 1-4	R O R	X	X			On-Off Power Indicator. Tandem Controls For Each Channel. Power Transformer
3	8	Front	3	6	R	X	X	2 Output		3-D Frequency Separator. Lift-Out Speakers
2	2	Front & Wings	3	6				2 Output		3-D Frequency Separator - Speaker Wings Play Through Hinges.
2		Front & Wings	3	6				2 Output		Same As 91P38
1		Front	2	5				1 Output		Feedback Tone Control Play Through Hinges.
1			2	5				1 Output		Same As 81P78
.75			2	4						Lift Off Speaker Lid With 15 Ft. Connecting Cord
.75			1					AM-Orig		
.75			2							Tone Control
.75			2							Tone Control
.75			1							Front-Mounted Speaker And Controls
NI	NI	Top	1	4	R					
		Top		4	R	X				
		Front		4x6	O					
				5	R					
				5						
				8				1 Output		
				4						
NI	5	NI	2	5	R	X	NI	NI	NI	
			1	5						
			1	6						
	5		2	4						
			1	4						
			1	4						
	5		2	5						
			1	5						
	2.1		2	4						
			1	4						
			1	NI						
			1	4						

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos—Portables

IDENTIFICATION						OVER-ALL DIMENSIONS				CABINETRY		STYLUS	
MODEL NUMBER	MONOPHONIC OR STEREO	MANUAL OR AUTOMATIC	THREE OR FOUR SPEEDS	AUTOMATIC MIXING	MANUFACTURER'S SUGGESTED RETAIL PRICE	HEIGHT (in inches)	WIDTH (in inches)	DEPTH (in inches)	WEIGHT (in pounds)	MATERIAL	FINISH	SINGLE OR DUAL	SAPPHIRE OR DIAMOND
<b>CALIFONE -- Rhem Califone Corporation, 5922 Bowcroft Street, Los Angeles 16, Calif.</b>													
3J	M	Man.	4		\$44.95 + E.T.	7 7/8	14 3/8	16 5/8	11	Wood/Pyroxylin	Dark Silver-Grey Pyroxylin	D	Saph/Saph
4J-8					54.95 + E.T.	7 7/8	14 3/8	16 5/8	12				
5J-7C					69.95 + E.T.	9	13 1/8	17 3/4	15				
7V-7C			4**		86.50 + E.T.	9	13 1/8	17 3/4	12				
6U-7C			4		78.50	11 5/8	11 3/4	15 3/4	12				
12MV-A			4**		109.50	11 3/8	16	13 9/16	20				
12V-9A	M*				146.50	11 3/8	16	13 9/16	22				
12VJ8-9A					152.00	11 3/8	16	13 9/16	22				
26V					157.00	11 3/8	16	13 9/16	25				
26VP2					167.50	11 3/8	16	13 9/16	25				
42V					209.50	18 5/8	16 1/2	16 1/4	38				
62V					251.50	18 5/8	16 1/2	16 1/4	42				
62V With 6 Speakers					300.50	18 5/8	16 1/2	16 1/4	42				
12M			4		99.50	11 3/8	16	13 9/16	20				
* Built-in Provision For Stereo ** Variable													
<b>CAPITOL -- Capitol Records, 1750 N. Vine, Hollywood 28, Calif.</b>													
C7011	M	Man.	4		19.95*	6 3/4	12 1/4	10 1/4	9	Pyroxylin	Red-Black, Blue-White	D	Saph/Saph
C7031	M	Man.			27.95	6 3/4	12 1/2	14 1/2	11		Red-White, Blue-White		
C7121	M	Aut		X	47.95	8 1/2	NI	17	22		Maroon-White, Grey-White		
C7201	S				64.95	8 1/2	15 1/4	20 1/4	26		Tan-Ivory, Blue-White		
C7211					79.95	8 1/2	22 1/2	17	30		Gray, Tan		
C7241					119.95	9	23 1/2	18	41		Gray		Diam/Saph.
C7281					149.95	9	15 1/2	19 1/4	55 Case	Simulated Pigskin Pyroxylin	Black		Diam/Saph
C7331					199.95	NI	NI	NI	49	NI	Black		Diam/Saph.
* All Models Slightly Higher On West Coast.													
<b>CONTINENTAL -- Continental Merchandise Co., Inc., 236 Fifth Ave., N.Y. 1, N.Y.</b>													
PR 720	M	Aut	2		69.95	2	4	8	2	Plastic With Metal Cover	Black/Gold	S	Saph.
PH 421	M		2		59.95	2	4	8	2	Plastic With Metal Cover	Black/Gold	S	Saph.
PR 734	M		3		94.50	5	9	13	11	Wood With Vinyl Cover	Aqua With Gold Trim	D	Saph/Saph
PR 1235	S		3		149.50	5	11	16	13	Wood With Vinyl Cover	Tan/Beige With Gold Trim	D	Saph/Saph
<b>DECCA -- Decca Records, Inc., 445 Park Avenue, New York 22, N.Y.</b>													
VP-30	M	Man	4		NI	4 1/4	12 1/4	10 3/4	7 1/2	Pyroxylin Coated Wood	Red; Turquoise; Black	S	Saph
DPS-13		Man			19.95*	6 3/4	13	10 1/4	7 1/2		Brown/Gold; Black/Silver; White/Silver	D	Saph/Saph
DP-589		Aut		X	24.95	6 1/2	13 1/2	11 1/2	9		Red/Black; Blue/Silver; Black/Gold		
DP-641					42.95	8 3/4	14 3/4	15 1/2	16		Gold; Blue		
DP-651	S				49.95	9	15	15 1/2	20		Brown; Black		
DP-652					59.95	9	21 1/2	15 1/2	24		Kidgrain Black; Kidgrain Gray		
DP-660					79.95	9 7/8	24 3/4	15 1/2	30		Black; Brown		
DP-286					109.95	9	25 1/2	18 1/2	36		Black/Silver		
DP-298					129.95	9 1/4	16 3/4	20 1/2	44		Brown		
DP-498					139.95	9 5/8	20 5/8	18 1/4	42		Black/Brown		
DP-613		Man			149.95	9	15 1/2	15 1/2	38		Black		

\*All Models Slightly Higher South, Southwest And West

POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES		OTHER SPECIAL FEATURES		
ELA STANDARD MUSIC POWER (in watts)	PEAK POWER	LOCATION	NUMBER	SIZE (in inches)	SHAPE	SEPARATE BASS AND TREBLE	SEPARATE STEREO BALANCE	AUXILIARY JACKS (number and type)	TYPE OF RADIO TUNER (optional or original equipment)	REVERBERATION (optional or original equipment)	
NI	4	Front	1	6	O			1-Output			
	5	Front		7	O						
	12	Side		8	R						
	12	Side		8							
	10	(In Lid) Detachable		8							
	20			12				1-Input 1-Output			
	20						X	1-Input 2-Output			
	20							1-Input 2-Output			
	26							2-Input 4-Output			
	26							2-Input 4-Output			
	42			2				2-Input 3-Output			
	62		4	2-12 2-3 1/2				2-Input 3-Output			
	11		6	4-12 2-3 1/2				2-Input 3-Output			
NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	
NI	NI	Front	1	NI	NI						
		Front	2								
		Front	1								
		Front Wing	2								
	5	Wings	2	6				X			
	10	Wings	4	2-6 2-3 1/2			X	X			
	20	2 Separate Enclosures	6	2-8 Y-HF			X	X	2		
	NI	NI	NI	NI			NI	NI	NI	AM/FM Multiplex	
300 Milliwatts	NI	Underside	1	3	R			AM		Battery-Operated	
300 Milliwatts		Underside	1	3	R						
400 Milliwatts		Side	1	4x6	O			AM		Battery-Operated. Storage Clip For 45 RPM Records. Seven Transistor Radio. AC Adaptor Available.	
600 Milli- watts Each Speaker		Side	2	4x6	O		X	AM/SW		Battery-Operated. Twelve Transistors. AC Adaptor Available.	
NI	NI	Top.	1	4	R						
		Front									
		Front									
		Front									
		Front & Ext. Speaker	2								
		Wings	2								
5			2	6							
10			1	8							
15			4	8 & 3 1/2							
NI			1	6							
20			4	8-4							
								AM/FM			

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos—Portables

IDENTIFICATION						OVER-ALL DIMENSIONS				CABINETRY		STYLUS	
MODEL NUMBER	MONOPHONIC OR STEREO	MANUAL OR AUTOMATIC	THREE OR FOUR SPEEDS	AUTOMATIC MIXING	MANUFACTURER'S SUGGESTED RETAIL PRICE	HEIGHT (in inches)	WIDTH (in inches)	DEPTH (in inches)	WEIGHT (in pounds)	MATERIAL	FINISH	SINGLE OR DUAL	SAFIRE OR DIAMOND
<b>DUMONT -- DuMont Emerson Corp., 680 5th Ave., N.Y.C.</b>													
912	S	Aut	4	X	\$168.00	10 7/16	14 3/4	19	37	Wood Leatherette	Two-Tone Comb.	D	Saph/Saph
902				X	138.00	9 1/2	23 1/4	18 11/16	39				
938					98.00	9 5/8	15 1/8	23	36				
1900					58.00	8 1/2	20 1/4	15 13/16	23				
946		Man.			29.88	4 3/4	18	9 1/8	9			S	Saph
1901	M	Man.			19.88	4 7/8	13 5/16	10 9/16	13 1/2				
935	M	Aut			39.88	8 1/4	14 1/4	15 3/4	15			D	Saph/Saph
<b>DYNAVOX -- Dynavox Electronic Corp., 40-05 21St St., L.I.C., N.Y.</b>													
110	M	Man.	4		19.95	NI	NI	NI	8	Wood-Cloth	Blue & White, Coral & White		Saph.
111					22.95				8 1/2	Wood-Cloth	Blue, Coral & White		Saph/Saph.
112					29.95				9	Wood-Cloth	Charcoal & White		
114					59.50				16	Wood-Leatherette	Gray Or Black		
210 (Wired Attachment)		Aut		X	39.95				14	Wood Base	Mahogany, Blond		
211 (Wired Attachment)	S				44.95				14	Wood Base	Mahogany, Blond		
310	M				44.95				17	Wood-Cloth	Grey-Coral	D	
311					54.95				21	Wood-Cloth	Grey-Green	D	
312					69.50				22	Wood-Cloth	Grey-Brown		
313					99.95				28	Wood-Leatherette	Honey, Black Antique White		
319C					89.95				23	Wood-Cloth	Grey-Brown		
610	S				49.95				19		Grey-Coral		
611					79.95				22		Grey-Coral		
613					89.95				26		Brown-Grey		
614					109.50				27		Grey-Brown		
619C		Man.			109.50				28		Brown-Charcoal		
893					29.95				12		Coral-Gray		
1065	Aut		X		159.50				33	Wood-Leatherette	Beige, Honey, Black, White		
1067					99.50				27	Wood-Cloth	Grey-Ginger		
1068					139.50				35	Wood-Cloth	Grey-Brown		
615					179.50				40	Wood-Cloth	Tan & Brown		Diam/Saph
<b>ELECTONE -- Electron Enterprises Inc., 6917 Stanley Ave., Berwyn, Ill.</b>													
162	S	Aut	4	X	64.95	9	14	13	17	Wood-Pyroxylin	Brown/White	D	Saph/Saph.
163	M	Aut		X	49.95	9	14	13	17		Brown/White		
164	M	Man.			34.95	8	13	12	10		Green/White		
165	S	Aut		X	79.95	9	15	21	24		Charcoal/Silver		
166	M	Man.			19.95	5	12	9	8	Wood-Leatherette	Brown	S	Saph.
167	S	Aut		X	69.95	8 1/2	13	18 1/4	18	Wood-Pyroxylin	Green/White	D	Saph/Saph.
169	M	Aut	2		49.95	9 1/2	11 1/2	10	12	Wood-Pyroxylin	Rust/Ivory	S	Saph.
<b>GENERAL ELECTRIC -- General Electric Company, Decatur, Illinois</b>													
RP 1500	M	Man.	4		29.95	5	14 1/2	12	9 1/2	Vinyl-Covered Metal	White Or Tan Grain	D	Saph/Saph.
RP 1520	M	Aut		X	59.95	8 1/2	15 1/2	16 1/2	25	Vinyl-Covered Metal	Maroon Or Green Grain		
RP 1550	S				69.95	9 1/2	17	19 1/4	23	Pyroxylin-Covered Wool	Black Or Green Grain		
RP 1560					109.95	14 1/2	23	9	32	Vinyl-Covered Metal	Tan Or Gold Grain		
RP 1570					139.95	14 1/2	24 1/2	9	35	Vinyl-Covered Metal	Black Grain		
RP 1590					169.95	9 3/4	28 1/4	17 1/2	42	Pyroxylin-Covered Wool	Black Grain		
<b>MAJORETTE -- Major Electronics Corp., 762 Wythe Ave., Brooklyn 11, N.Y.</b>													
450	M	Man.	4		18.95	5	9 1/2	12	7	NI	Red, Black, Blue, White	S	Saph.
450T					19.95	5	9 1/2	12	7		Red, Black, Or Blue & White	S	Saph.
450TF					22.95	5	10	12 1/4	8		Tan & Ivory, Blue & Ivory	D	Saph/Saph.
320					28.95	7	10 1/2	12 1/2	9		Blue & White, Red & White		
180	Aut		X		44.95	8 1/2	12 3/4	14 1/2	14 1/2	Wood	Blue & Ivory, Red & Ivory		
88					46.95	9 3/4	13 1/2	14	16		Charcoal & Ivory, Tan & Ivory		
190					49.95	8 1/2	14 1/2	16 5/8	16 1/2		Green, Tan Or Charcoal & Ivory		
750	S				99.95	8 1/4	16 1/2	19 1/2	25		Black, Blue Or Tan & Ivory		
740	S				119.95	9	16 1/2	22 1/2	30		Charcoal & Ivory, Brown & Ivory		
700	S				69.95	8 1/2	16	14 1/2	20		Charcoal & White		

POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES		OTHER SPECIAL FEATURES	
EIA STANDARD MUSIC POWER (in watts)	PEAK POWER	LOCATION	NUMBER	SIZE (in inches)	SHAPE	SEPARATE BASS AND TREBLE	SEPARATE STEREO BALANCE	AUXILIARY JACKS (number and type)	TYPE OF RADIO TUNER (optional or original equipment)	REVERBERATION (optional or original equipment)
NI	NI	Front & Top	3	6	R	X	X		AM/FM	
		Wings	4	2-6/ 2-3 1/2					AM	
			3	1/6						
			2	2-4						
		Inside	2	4						
		Front	1							
			1							
NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI
NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI
NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI
NI	NI	Top	1		R					Recessed Turntable Luggage Styling
		Front	1							Stereo Cartridge
		Front & Lid	2							
		2 Side Wings	2							
		2 Side Wings	4							
12	20	2 Side Wings	4							
NI	NI	Top	1	4	R					
		Top		1	1	X				
		Top								
		Front								
5	10	Wings	2	5						
5	10	Wings	4	2-6 2-4						
4	8	Wings	2	4						

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IDENTIFICATION						OVER-ALL DIMENSIONS				CABINETRY		STYLUS	
MODEL NUMBER	MONOPHONIC OR STEREO	MANUAL OR AUTOMATIC	THREE OR FOUR SPEEDS	AUTOMATIC MIXING	MANUFACTURER'S SUGGESTED RETAIL PRICE	HEIGHT (in inches)	WIDTH (in inches)	DEPTH (in inches)	WEIGHT (in pounds)	MATERIAL	FINISH	SINGLE OR DUAL	SAPPHIRE OR DIAMOND
<b>MOTOROLA</b> — Motorola Consumer Products, Inc., 9401 West Grand Avenue, Franklin Park, Illinois													
SF 13	M	Man	4		\$34.95	4 3/4	15 7/8	10 3/8	11	Wood-Cloth	Red & White, Blue & White	D	Saph/Saph
SP25	M	Aut			77.00	9	15 1/2	21	26		White & Metallic Bronze		
SP26	S				99.95	9 5/8	16 3/4	21 1/2	31 1/2		Silver Blue & Ebony, Red & Ebony		
SP27					139.95	8 1/4	20	22 7/8	41		Green & Green, Brown & Tan		
SP28					169.95	8 1/4	20	22 3/4	45 1/4		Gold & Brown, Charcoal & Tan		
SP29			*		199.95	8 1/2	22	22 3/4	53		Black & Gold		
SP30			X		249.95	8 1/2	22 3/4	23 1/8	55		Cordovan Gold,		Diam/Saph
<b>OLYMPIC</b> — Olympic Radio & Television, 34-01 38th Ave., L.I.C. 1, N.Y.													
S-10	M	Man	4		17.95	5 1/2	10 1/2	13	8	Leatherette	Blue, Orange/White	S	NI
MM105	M	Man			19.95	7	12	11 1/2	9		Blue, Ebony/Gold With White	S	NI
MA160	M	Aut		X	49.95	10	14	12 1/2	22		Red, Blue, W/White	D	Saph/Saph.
SA181	S				64.95	9	15	17	23		Blue With White		
SA182	S				69.95	9	15	20	28		Red/Black/White, Green/Black/White		
SA187	S				99.95	9	22	17 1/2	32		Tan/Beige, Charcoal/Silver		
MRP-11	M				69.95	10	15	17	33		Red/Charcoal/White		
RP-10	S				129.95	8 3/4	15 1/4	23 1/4	35		Blue, Brown, W/White		
<b>PERPETUUM</b> — Ebner (P-E) Import Co., 64-01 Woodside Ave., Woodside 77, N.Y.													
Musical 660	S	Aut	4	X	119.95	8	21	15 1/2	29	Wood-Plastic	Grey-Grained	D	* Saph/Saph
* Diamond Available													
<b>PHILCO</b> — Philco Corp., "C" & Tioga Sts., Phila. 24, Pa.													
1394	M	Man	3		Open	5 1/4	12	11 3/4	9	Hi-Impact Styrene	Red	D	Saph/Saph.
1414	M	Aut	4	X	49.95	9	15	18	18	Pyroxylin Wood-Fabric	Brown & Ivory		
1424	S				79.95	9	20	20 3/4	26		Green & Gray		
1426	S				99.95	9	22 1/2	18	30		2-Tone Grey		
1526	S				139.95	9 1/2	24 1/2	21	35		Brown		Diam/Saph
<b>PHONOLA</b> — Waters Conley Co. Inc., 501 First Ave., N.W. Rochester, Minn. Natl. Sales Office 645 N. Michigan Ave., Chicago 11, Ill.													
161	M	Man	4		19.95	5 3/4	12 1/2	10	9	Wood	Orange & White	S	Saph.
561	M	Man			29.95	5	12 3/8	13 1/4	12		Blue, Grey & White	D	Saph/Saph.
4560	S	Man			79.95	8 1/8	18	15 3/4	25		Grey & Charcoal		
761	M	Aut		X	49.95	9	15 1/2	17 1/4	25		Brown & White		
1361	S				59.95	9	15 1/2	17 1/4	27		Green & White		
1461					79.95	8 1/2	18	17 3/4	31	Wood-Leatherette	Charcoal, White & Orange (3-Toned)		
1761					99.95	9 1/2	20 1/2	20 1/2	31		Platinum & Ivory		Diam/Saph
4459					119.95	11	19 1/2	22	35		Grey & White		

POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES		OTHER SPECIAL FEATURES	
EIA STANDARD MUSIC POWER (in watts)	PEAK POWER	LOCATION	NUMBER	SIZE (in inches)	SHAPE	SEPARATE BASS AND TREBLE	SEPARATE STEREO BALANCE	AUXILIARY JACKS (number and type)	TYPE OF RADIO TUNER (optional or original equipment)	REVERBERATION (optional or original equipment)
NI	NI	Wings, Front	2	4 4	NI					
NI	NI	Wings	2	5 1/4 5 1/4						
NI	NI	Wings, Front	3	6 5 5						
4	10		3	6 5 1/4 5 1/4						
8	20		3	7 5 1/4 5 1/4						
14	35		5	8 5 1/4 4						
14	35		5	8 5 1/4 4						
NI	3	Top	1	4	R					
	3	Front	1	4						
	5	Front	1	5						
	8	Front & Detachable	2	5		X	X	X		
	8	Front & Wing	2	5		X	X	X		
	10	Wings	2	6		X	X	X		
	5	Front	1	5	↓				AM-Orig	
	10	Front & Wing	2	7 Dual	O	X	X	X	AM-Orig	
8	16	Wings	4	2-10x6 2-2 1/2	O R	X	X			
1	2	Front	1	4	R					Tone & Volume Controls
1	2	Front	1	4						Tone Loudness Controls
2	4	1-Front 1-Wing	2	2-5 1/4						Tone & 2 Loudness Controls
2	4	1-Front 2-Wings	3	1-6 2-4			X			Tone, Loudness & Balance Controls
6	12	1-Front 2-Wings	3	1-8 2-5 1/4	↓	X	X			Deluxe Changer
NI	2	Motor Board	1	4	R					
	Front	2	4	R						Vol. & Tone Controls
	Front & Wings	3	1-10x2 2-5 1/4	O R	X	X	2-Output			Audio-Visual Model
	Front	2	5 1/4 4							Vol & Tone Controls
3	Front	2	4				1-Output			Dual Tone Control
3	Front Side Wings	3	1-5 1/4 2-4				2-Output			Dual Tone Control
7	Front & 2 Inside Remotes	3	1-6 2-5 1/4							Triple Spkr. Stereo System; Vol. & Tone Controls
18	Front 2 Front Remote	5	1-9x6 2-5 1/4 2-1-3/4	↓	X		2-Output			

AN EM WEEK EXCLUSIVE:  
Specifications For 1962 Phonos—Portables

IDENTIFICATION						OVER-ALL DIMENSIONS				CABINETRY		STYLUS	
MODEL NUMBER	MONOPHONIC OR STEREO	MANUAL OR AUTOMATIC	THREE OR FOUR SPEEDS	AUTOMATIC MIXING	MANUFACTURER'S SUGGESTED RETAIL PRICE	HEIGHT (in inches)	WIDTH (in inches)	DEPTH (in inches)	WEIGHT (in pounds)	MATERIAL	FINISH	SINGLE OR DUAL	SAPPHIRE OR DIAMOND
<b>PHONOLA (Continued)</b>													
1961	S	Aut	4	X	\$129.95	9 1/2	20 1/2	20 1/2	31	Wood-Leatherette	Bronzton & Ivory	D	Diam/Saph.
2261					149.95	9 3/4	25	19 3/4	40		Grey & Silver Tweed		
2460					169.95	8 5/8	23 1/4	19 3/8	40		Grey & Grey		
2561					179.95	9 3/4	25	19 3/4	40		Brown, White		
SMS7	M	Man	1		24.95	7 1/4	12 1/4	11	10 1/4		Brown & White	S	Steel
<b>PILOT—Pilot Radio Corp., 37-06 36th St., L.I.C., 1, N.Y.</b>													
1060A	S	Aut	4	X	229.50	10	16 2/3	23	48	Wood-Pyroxylin	Black Or Tan	S	Diam.
<b>RCA VICTOR — RCA Sales Corporation, 600 N. Sherman Drive, Indianapolis 1, Indiana</b>													
1EMP2 Series	M	Man	4	X	29.95	5 1/2	12 1/2	10 3/4	7	Metal-Fabric	White Or Brown Alligator Saddle Or Blue Morocco	D	Saph/Saph.
1VA1 Series	M	Aut			49.95	8 1/8	15 7/8	17 3/4	17	Vinyl-Wood	Brown & White		
1VC1 Series	S				79.95	11 1/8	17 3/4	17 1/2	20		Turq. & White		
Mark 38 VP 38 Series	S				99.95	9 1/16	15 1/8	21 3/4	21		Charcoal & White		
Mark 36 VP 36 Series	S				119.95	11 1/8	17 3/4	22 1/2	35		Ginger & Sand		Diam/Saph.
<b>STARLITE — Scrilite Mose Co., 37 W. 23rd St., N.Y.C.</b>													
RG1-A	M	Man	4	X	79.95	8	13	21	12	Wood-Leatherette	Tan	NI	NI
<b>STEELMAN — Steelman Electronics Inc., 226 South Fourth Ave., Mount Vernon, N.Y.</b>													
101	M	Man	3		19.95	4 3/4	12 1/2	10	NI		Red & White	NI	NI
102		Man	4		21.95	6 1/8	12	11 7/8	10		Red & White		
106		Man			26.95	6 3/4	12 1/2	11 1/2	11		Red/White, Blue/White		
302		Aut			49.95	8 1/2	14 1/2	16 1/2	19		Red Or White, Blue & White		
303					59.95	8 7/8	15 5/8	17 1/2	20		Turquoise Or Charcoal & White		
407	S				64.95	8 1/2	17	12 5/8	NI		Tan Or Coral & White		
408					69.95	8 7/8	14 7/8	19 7/8	21		Tan Or Red & White		
409					89.95	9 1/2	16 1/4	18 3/4	28		Charcoal Or Turquoise & Silver		
410					109.95	9 1/4	18	20	38		Charcoal & Silver, Brown & Gold		
<b>SYLVANIA — Sylvania Home Electronics Corp., 700 Ellicott Street, Batavia, N.Y.</b>													
45P16	M	Aut	4	X	Open	8 3/4	16 3/8	14 5/8	16	Wood-Leatherette	Blue Or Red & White	D	Saph/Saph.
45P14	S	Man			Open	7	10	12 1/2	8 1/2		Turquoise & White		
45P15		Man			39.95	5 1/8	10 3/4	20 7/8	11 1/2		Turquoise Or Black & White		
45P17		Aut		X	69.95	8 7/8	17 1/2	14 5/8	25		Brown & Tan, Blue & Black		
45P18					Open	9 1/2	16 7/8	23 7/8	27 1/2		Brown & Tan		
45P19					139.95	10	19 1/2	22 1/2	33		Charcoal & White		
45P21					79.95	8 7/8	16 1/4	12 5/8	15		Black & White, Copper & White		
45P22					99.95	9 3/8	20	16 1/2	26		Brown		
45P23					29.95	8 3/4	15 1/2	14 5/8	23		Gray		
45P24					149.95	20	17	14 5/8	38		Brown		
55P19					169.95	11 5/8	19 1/4	21 1/8	33		Brown Tweed & Cream		

POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES		OTHER SPECIAL FEATURES	
EIA STANDARD MUSIC POWER (in watts)	PEAK POWER	LOCATION	NUMBER	SIZE (in inches)	SHAPE	SEPARATE BASS AND TREBLE	SEPARATE STEREO BALANCE	AUXILIARY JACKS (number and type)	TYPE OF RADIO TUNER (optional or original equipment)	REVERBERATION (optional or original equipment)
NI	7	Front & 2 Inside Remote	3	1/6 2-5 1/4	O R		X	2 Output		X Orig.
	20	Front 2 Wings	5	1-8 2-6 2-1 3/4		X				
	7	Front & 2 Inside Remote	5	1-6 2-5 1/4 2-1 1/2					AM/FM Orig.	
	20	Front & 2 Inside Remote	5	1-8 2-6 2-1 3/4		X			X Orig.	Reverb. Control & Lock; Total 5 Controls
NI	NI	NI	NI	NI	NI					
20	NI	Front	2	8 & 6	R	X	X	4-Input		
NI	NI	Top	1		R					
		Front	1	4						
			2	4						
			3	4-1-6, 1-4 Duocone			X			
			3	4-1-6 1/2 2-4 Duocone		X	X			
NI	NI	Front	1	4x8	O	X			AM/S.W.	Uses 6 "D" Batt.
NI	NI	NI	1	NI	NI				NI	
		Front							NI	
		Front							NI	
		Front							NI	
		NI	*2	5		X				
		Sep. Boxes	2	6			X			
		NI	2	5		X				
		NI	2	4		X				
		NI	1	6						
		NI	3	1-6 2-5*		X				
NI	NI	Front	2	4	R	X				
		Top & Lid		4						
		Wings		4						
		Wing & Front		5						
		Wings & Front	3	6			X			
		Wings & Front	3	2-5 1-6						
		Lid, Removable	2	4						
		Front, Removable From Cabinet	2	5			X			
		Lid, Removable	4	2-6 2-4						
		Wings & Front	3	6						
		Wings & Front	3	2-5 1-6					AM/FM- Orig.	

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## Specifications For 1962 Phonos—Portables

IDENTIFICATION					OVER-ALL DIMENSIONS				CABINETRY		STYLUS		
MODEL NUMBER	MONOPHONIC OR STEREO	MANUAL OR AUTOMATIC	THREE OR FOUR SPEEDS	AUTOMATIC MIXING	MANUFACTURER'S SUGGESTED RETAIL PRICE	HEIGHT (In Inches)	WIDTH (In Inches)	DEPTH (In Inches)	WEIGHT (In pounds)	MATERIAL	FINISH	SINGLE OR DUAL	SAFIRE OR DIAMOND
<b>SYMPHONIC</b> — Symphonic Radio & Electronic Corp., 10 Columbus Circle, N.Y. 19, N.Y.													
1701	M	Man	4	X	\$19.95	6 3/4	12 1/4	10 1/4	57	Pyroxylin	Red, Tan Or Blue & White	D	Saph/Saph.
1703	M	Man			27.95	6 3/4	12 1/2	14 1/2	66		Red, Blue Or Tan & White		
1707	S	Man			39.95	6 1/4	16 3/4	13	93		Turquoise Or Chocolate & White		
1712	M	Aut			47.95	8 1/2	14 1/2	17	65		Maroon Or Grey & White		
1714	M				54.95	9	15	18	66		Red, Blue Or Tan & White		
1730	M				69.95	8 1/2	15	18	80		Blue Or Tan & White		
1720	S				64.95	8 1/2	15 1/4	20 1/4	78		Blue Or Brown & Ivory		
1721					79.95	8 1/2	22 1/2	17	90		Grey Or Tan		
1722					89.95	9	15 1/4	22	97		Grey, Black Or Tan & Ivory		Diam/Saph
1724					119.95	9	23 1/2	18	41		Black		
1727					139.95	9	24	19 1/4	45		Black Or Brown		
1728					149.95	9	15 1/2	19 1/4	55		Black Or Brown		
1733					199.95	9	24	19 1/4	45		Black Or Brown		
S C-500	M	Man			69.95	17 3/4	14 1/2	18 1/4	16 1/2		Black		
<b>TELE-TONE</b> — Tele-Tone Company of America, 1668 Webster Ave., Bronx 57, N.Y.													
411	M	Man	4		18.95	12	10	5	8	Pyroxylin	Red Or Turquoise W White	S	Saph
421					19.95	12	10	5	8		Same	D	Saph/Saph
441					22.95	12	10	6	8		Black, Red, Turquoise		
451					23.95	10 1/2	15	5 1/2	9		Gold Or Blue Met.		
471					27.95	12	16 1/4	5 1/4	11		Bronze Or Blue		
515		Aut	2		34.95	11 1/4	11	7	10			S	Saph
613			4	X	44.95	16 1/2	13 1/2	8 3/4	16			D	Saph/Saph
622				X	47.95	15 1/4	14 1/4	8	18				
623				X	49.95	15 1/4	14 1/4	8	18				
3423	S	Man			34.95	12	16 1/4	5 1/4	11				
3603				X	44.95	9 1/2	14 1/2	14	16				
3613					49.95	16 1/2	13 1/2	8 3/4	20		Charcoal Or Luggage		
3623					54.95	20 1/2	13 1/2	8 3/4	25		Same		
3633					69.95	22	13 1/2	8 3/4	27		Same		
3648					89.95	16	22	9	27		Gun Metal Branch		
3658					94.95	18 1/4	20 1/2	9 1/4	32		Black Gold Branch		
3668					139.95	23	15 1/2	9	31		Charcoal Or Luggage		
3678					119.95	21 1/2	18 1/2	8 3/4	31		Same		
3918					109.95	20 1/2	13 1/2	8 3/4	25		Same		
<b>TRAVLER</b> — Travler Radio Corp., 571 N. Jackson Blvd., Chicago 6, Ill.													
7077	M	Man	4		19.95	5	13	10 1/2	7	Plastic	Pink, Blue	D	Saph/Saph
7083R		Man	4		24.95	6 3/4	12 3/4	10 3/4	12	Wood-Simulated Leather	Silver, White & Blue, Two-Tone Pink & Charcoal		
TP-500		Man	One 45RPM		29.95	5 3/4	9 1/4	9 1/2	7		Black, Blue Or Red & White		
8090R		Aut	4	X	49.95	8 1/2	13	17 1/4	22		Blue, Grey		
1019R	S	Aut	4	X	69.95	9 5/8	14 3/4	17 1/8	27		Blue, Brown		
2020	S	Aut	4	X	79.95	8 1/2	21 1/2	16 1/4	30				
<b>VANITY FAIR</b> — Vanity Fair Electronics Corp., 50 South 4th Street, Brooklyn 11, N.Y.													
101	M	Man	4		19.95	5	12	10	7	Pyroxylin	Grey	S	Saph.
50					24.95	8	12	11	10		Grey & Orange	D	Saph/Saph
102					21.95	5	12	10	8		Aqua	D	Saph/Saph
41					19.95	5	13	11	7		Black	S	Saph.
300		Aut		X	39.95	9	15	17	18		Coral & White	D	Saph/Saph
301	S	Aut		X	54.95	9	15	17	20		Grey & White		Saph/Saph
302	M	Aut		X	44.95	9	15	17	19		Grey & White		Saph/Diam
305	S	Man			29.95	5	19	11	13		Grey & Aqua		Saph/Saph

POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES		OTHER SPECIAL FEATURES	
EIA STANDARD MUSIC POWER (in watts)	PEAK POWER	LOCATION	NUMBER	SIZE (in inches)	SHAPE	SEPARATE BASS AND TREBLE	SEPARATE STEREO BALANCE	AUXILIARY JACKS (number and type)	TYPE OF RADIO TUNER (optional or original equipment)	REVERBERATION (optional or original equipment)
NI	NI	Front	1	4	R					
		Front	2	4						
		Wings	2	4			X			
		Front	1	4						
		Front	1	8		X				
		Front	1	4						
	1	Front	2	4			X			
	1	Wing								
5		Wing	2	6						
6		1 Front	3	2-5	R					
		2-Wing		1-9	O					
10		Wing	4	2-6	R	X				
				2-3 1/2						
20		Wing	6	2-6					2-Output	
				4-3 1/2						
20		Extension	6	2-8					2-Output	
				4-3 1/2						
20		Wing	6	2-6					2-Output	AM/FM Orig.
				4-3 1/2						
6		Extension	2	6					1-Output	
NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI
NI	NI	Top	1	4	R					
		Front		4	R	X				
		Front		4x6	O					
		Front		4	R					
		Front & Wing	2	4	R		X	1-Output		
		Wings	2	5	X		X	2-Output		
2	2 1/2	Top	1	4	R					
		Front				X				
		Top								
		Top								
		Front			X					
		Front	2							
		Front	2		X					
		Wings	2							

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## Specifications For 1962 Phonos—Portables

IDENTIFICATION					OVER-ALL DIMENSIONS				CABINETRY		STYLUS		
MODEL NUMBER	MONOPHONIC OR STEREO	MANUAL OR AUTOMATIC	THREE OR FOUR SPEEDS	AUTOMATIC MIXING	MANUFACTURER'S SUGGESTED RETAIL PRICE	HEIGHT (in inches)	WIDTH (in inches)	DEPTH (in inches)	WEIGHT (in pounds)	MATERIAL	FINISH	SINGLE OR DUAL	SAPPHIRE OR DIAMOND
<b>THE VOICE OF MUSIC — V-M Corporation, 305 Territorial Rd., Benton Harbor, Mich.</b>													
316	S	Aut	4	X	\$159.95	10 5/8	25 1/2	16 1/2	33	Pyroxylin	Brown	D	Saph/Diam.
314-2					79.95	8 3/4	14	20 1/8	19		Mauve, Brown & White		Saph/Saph.
311					99.95	8 1/2	16	21 3/4	21		Off-White & Brown		
307					129.95	15 1/4	15	10 1/4	24		Grey Or Metallic Beige & Brown		
304					69.95	8 1/4	14	16 1/2	18		Canteloupe & White		
302	M				54.95	8 1/8	15	17 1/4	16 1/2		Red & Gold Or Blue & Gold On Off-White		
205	M	Man			29.95	6 5/8	14	10 3/4	7		Red & White Or Blue & White		
<b>WEBCOR — Webcor, Inc., 5610 W. Bloomingdale, Chicago 39, Ill.</b>													
1212	M	Man	4		29.95	8	12	14	9	Wood-Paper	Gold & White	D	Saph/Saph.
1213	S	Man			39.95	6 1/4	13 1/2	12 1/4	11 1/2		Blue & White		
1251	M	Aut		X	49.95	9	15	16 1/4	17		Black & White		
1252	S				69.95	7 3/4	12 1/4	10 1/2	5 3/4		Blue & White		
1253					79.95	9	15	19 3/4	25		Black & White		
1270					89.95	9	15	20 1/2	23		Blue & White, Brown & Tan		
1254					119.95	9	15	16	24		Grey & White		
1150					169.95	9 1/2	24 1/2	19 1/2	42		Ebony		
<b>WESTINGHOUSE — Westinghouse Electric Corp., Radio-Phonograph Dept., Metuchen, N.J.</b>													
71MP-1	M	Man	4		19.95*	6 1/2	10 1/8	12 3/8	9	Pyroxylin	Red & White	S	Saph.
72MP-1	M				24.95	6 1/2	12 3/8	10 1/8	10		Brown Or Blue & White	D	Saph/Saph.
72MP-2													
61MP-1	M				29.95	6 7/8	12 3/16	12 7/8	12		Red Or Charcoal & Starwhite		
61MP-2													
61MP-3													
62MPS-1	M & S				39.95	6	19 3/16	12 7/8	18		Turquoise Red Or Charcoal & Starwhite		
62MPS-2													
62MPS-3													
75AC-1	M	Aut	4**	X	49.95	8 7/8	14 5/8	16 5/8	22	Two Tone Pyroxylin	Slate Grey, Metallic Mocha		
75AC-2													
76ACS-1	M & S		4**		79.95	8 7/8	24 1/8	13 5/8	27		Grey Or Teal & Pebble White		
76ACS-2													
78ACS-1			4**		99.95	MU***	MU 14 5/8	MU 16 5/8	34		Briar Tweed, Charcoal Tweed		
78ACS-2						8 1/8	DSU-	DSU-					
						DSU-8	14 5/8	16 5/8					
79ACS-1					119.95	9	24 3/4	18 1/8	44	(Includes 45 RPM Spindle)	Antique Charcoal, Antique Brown		
79ACS-2													
67ACS-1					139.95	9 1/4	22 5/8	18 1/2	40	Pyroxylin	Linen Grey, Linen Beige		
67ACS-2										Includes 45 RPM Spindle			
81ACS-1					159.95	9 1/8	26 1/2	18 1/2	60	Same	Macadam Charcoal, Bengal Brown		Diam/Saph.
81ACS-2													
69ACS-1					199.95	9 5/16	23 3/4	15	65	Pyroxylin Matching Travel Cases	Moroccan Charcoal		Same
70ACS-1					149.95	26	27	16 1/4	70	Wood	Mahogany, Fruitwood Or Walnut Grain		Saph/Saph.
70ACS-3													
70ACS-4													

\*\*Optional 45 RPM Spindle \* Zone One Prices MU Main Unit DSU Detached Speaker Unit

POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES		OTHER SPECIAL FEATURES	
EIA STANDARD MUSIC POWER (in watts)	PEAK POWER	LOCATION	NUMBER	SIZE (in inches)	SHAPE	SEPARATE BASS AND TREBLE	SEPARATE STEREO BALANCE	AUXILIARY JACKS (number and type)	TYPE OF RADIO TUNER (optional or original equipment)	REVERBERATION (optional or original equipment)
NI	16 (8 per Channel)	Wings	4	6	R	X				
	6 (3 per Channel)	Front & Removable Lid	2	5 1/4	R		X			
	5 (2 1/2 per Channel)	Front & Swing-Outs	3	2-4 1-6x9	R O					
	16 (8 per Channel)	Ext. Speaker Cabinets	4	2-6 2-5 1/2	R	X				
		Front & Detachable Lid	2	4			X			
	2	Front	1	5 1/4						
	2	Front	1	4						
1	NI	Front	1	3 1/2	R					"Slide" Speed Control
2		Wing & Left Front	2	3 1/2						Same
1		Front	1	4						Intermix 7" & 12" 33-1/3 RPM Records
2		Front	2	4						Same
2 1/2		Wing-Left Front	2	4						Same
	4 (2 Per Channel)	Wing-Left Front Left	2	5		X				
	6 (3 Per Channel)	Wings, Right & Left,	3	2-4 1-5		X				Bass Frequency Distribution
	18 (9 Per Channel)	Side Wings	4	2-6 2-4		X	X			Front Mounted Controls
NI	NI	Front	1	NI	NI					
		2 Wings Side	2							
			2							
			2							
		Front	1							
		2 Wings Sides	2							
		Center & 2 Wings Left & Right	3			X				
		2 Wings Left & Right	2			X				
		2 Wings Right & Left & Center	3							
		2 Wings Left & Right	4							
		Center & Left & Right Wings	5							
		Right & Left	2				X			
							X			
							X			
							X			

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos—Portables

IDENTIFICATION					OVER-ALL DIMENSIONS				CABINETRY		STYLUS		
MODEL NUMBER	MONOPHONIC OR STEREO	MANUAL OR AUTOMATIC	THREE OR FOUR SPEEDS	AUTOMATIC MIXING	MANUFACTURER'S SUGGESTED RETAIL PRICE	HEIGHT (In Inches)	WIDTH (In Inches)	DEPTH (In Inches)	WEIGHT (In Inches)	MATERIAL	FINISH	SINGLE OR DUAL	SAPPHIRE OR DIAMOND
<b>ZENITH</b> — Zenith Sales Corporation, 6001 W. Dickens, Chicago 39, Illinois													
HP6V	M	Man	4		\$29.95	7 3/8	12 5/8	10 5/8	8 1/2	Wood-Cloth	Two-Tone Orange & White	D	Saph/Saph
HPS45B	S	Aut			79.95	8 5/8	15 1/2	23 1/8	23	Wood-Cloth	Two-Tone Blue & White Gray		Saph/Saph
HPS50L	S	Aut		X	99.95	8 1/2	21 1/8	20 1/4	27 1/2	Wood-Durastron	Two-Tone Brown & Lt. Brown		Saph/Saph*
HPS80G	S	Aut		X	139.95	9 3/8	20 3/8	23	App. 32	Wood-Durastron	Two-Tone Dk. Gray & Lt. Gray		Saph/Saph*
*Diamond Available													
<b>PHILHARMONIC</b> — Philharmonic Electronics Corp., 10 Columbus Circle, New York 19, N.Y.													
1401	M	Man	4		19.95	6 5/8	12 7/8	10 3/8	9	Pyroxylin	Brown/White; Blue/White	D	Saph/Saph
1405	M	Man			29.95	6 5/8	10 7/8	14 5/8	10 1/2		Black/White; Red/White		
1407	M	Aut		X	49.95	8 7/8	15 5/8	16 3/8	20		Gray/White; Blue/White		
1408	S				59.95	9 1/2	15 1/2	17	23		Brown/White		
1409					79.95	9 3/4	23 1/4	14 3/4	25		Pigskin Brown		
1415					99.95	9 3/4	27	14 1/2	30		Charcoal Grey/Black		
1419					149.95	8 5/8	24 1/4	20 1/2	45		Silver Grey		Saph/Diam
1420					159.95	9	15 1/2	19 1/4	57		Brown		Same
1421					199.95	10 1/4	15 1/2	19 1/4	66		Black		Same

## Specifications For 1962 Phonos—Portables

IDENTIFICATION			CHANGER				OVER-ALL DIMENSIONS				CABINETRY			
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (In. Ins.)	WIDTH (In. Ins.)	DEPTH (In. Ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID	SINGLE OR DUAL STYLUS
<b>ADMIRAL</b> — Admiral Sales Corp., 3800 Cortland St., Chicago 47, Illinois														
Y4290	\$189.95	Aut	4	X	X	Orig.	28 1/2	46	16	Hardboard	Mahogany Grained Walnut Grained, Blond Oak, Grained Finishes	Contemporary	1-Top Counter-Balanced Lid	D
Y4300	249.95						28 1/2	46	16	Hardboard	Walnut Grained, Mahogany Grained, Oak Grained	Contemporary		
Y4329	279.95						29 3/4	46	16	Hardboard	Fruitwood Finish	Early American		
Y4341	329.95						30 1/2	49	17	Genuine Veneers & Hardwoods	Walnut	Contemporary		
Y4369	349.95						31	48 1/2	16 7/8		Cherrywood	Early American		
Y4391	479.95						30 3/4	52	17 1/8		Walnut	Contemporary		
Y4401	615.00						30 1/2	61	18 1/2		Walnut	Modern		
Y4419	670.00						30 1/2	61	16 7/8		Cherrywood	French Provincial		
Y4422	695.00						31	61 1/2	18 1/4		Mahogany	Traditional		

POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES		OTHER SPECIAL FEATURE	
EIA STANDARD MUSIC POWER (in watts)	PEAK POWER	LOCATION	NUMBER	SIZE (in inches)	SHAPE	SEPARATE BASS AND TREBLE	SEPARATE STEREO BALANCE	AUXILIARY JACKS (number and type)	TYPE OF RADIO TUNER (optional or original equipment)	REVERBERATION (optional or original equipment)
NI	NI	Front	1	4	R			1-Input		Built-In 45 & 16 2/3 RPM Spindle
NI	NI	1-Front 1-Remote	2	6x4	O					Storage Pocket And Provision For Playing Transistor Radio Through Remote Speaker.
NI	NI	1-Front 1-Remote	2	6	R		X	1-Input		Same, 45 & 16-2/3 RPM Spindle Avail, 45 and 16-2/3 RPM Spindle
6 3/4	13 1/2	1-Front 2-Remotes	3	1-8 2-5 1/4	R O	X	X			

NI	NI	Front	1	4	R					
		Front	2	4						
		Front	2	4						
		1 Front 1 Wing	2	4						
		Wings	2	6			X			
			4	2-6 2-4		X	X			
			6	2-6 4-4		X	X			
			20							
			20							
			20							
			6	2-8 4-4		X	X	AM/FM Orig		
			6	2-8 4-4		X	X			

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in inches)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS
Diam/Saph	Ceram	2	4	Side Front	4	2-8 1/2 2-3 1/2	R	3-Balance Loudness, Tone					2 External Jacks For Stereo Speaker
		2	4		4	2-8 1/2 2-3 1/2			Orig.-AM/FM AFC		X		Provisions For FM Stereo
		2	4		4	2-8 2-3 1/2							Built-In Provisions For FM Multiplex
		6.5	17		6	2-8 4-3 1/2					X		Built-In Provisions For FM Stereo
		6.5	17		6	2-8 4-3 1/2							Same as Y4341
		6.5	17		6	2-8 4-3 1/2							Detach Or Swing-Out Speaker Enclosures, Precision Level Indicator On Changer, Adjust Levelers On Cabinet Legs, Provisions for FM Stereo
		30	72		8	2-12 2-6 4-3 1/2						X	Dual Input-Output Stereo Jacks
		30	72		8	2-12 2-6 4-3 1/2						X	Dual External Speaker Jacks
		30	72		8	2-12 2-6 4-3 1/2						X	Same As Y4401
													Same As Y4401

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos—Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY				SINGLE OR DUAL STYLUS	
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (In. In.)	WIDTH (In. In.)	DEPTH (In. In.)	MATERIAL	FINISH	STYLE	DOORS OR LID	
<b>AMPEX</b> — Ampex Audio Company, 1020 Kifer Road, Sunnyvale, California														
Custom Series 4702	\$795.00	Aut	4	X	X	X-Orig.		52 1/2	19	Walnut	Hand Rubbed Open Grain	Contemporary	2 Hinge Drs.	S
4708	795.00						28 1/2	52 1/2	19	Cherry	Hand Rubbed Open Grain	French Provincial	2 Hinge Drs.	
Concerto Series 5202	995.00						31 1/2	56	19	Walnut	Hand Rubbed	Contemporary	2 Lift Lids 2 Hinge Drs.	
5752 *	1450.00									Walnut	Hand Rubbed	Contemporary		
5204	995.00									Mahogany	Hand Rubbed, Patina Finish	Traditional		
5754 *	1450.00									Mahogany	Same As 5204	Traditional		
5208	995.00									Cherry	Hand Rubbed, Antique Finish	French Provincial		
5758 *	1450.00									Cherry	Same As 5208	Same As 5208		
5210	995.00									Walnut	Open Grain, Toast Finish	Contemporary		
5760 *	1450.00									Walnut	Hand Rubbed	Contemporary		
Crescendo Series 7202 *	1850.00						32	57	22	Walnut	Hand Rubbed	Contemporary	1 Lift Lid 2 Tambor Drs. 1 Slide Dr.	
7204 *	1850.00									Mahogany	Hand Rubbed, Patina Finish	Traditional	1 Lift Lid 2 Hinge Drs. 1 Slide Dr.	
7206 *	1850.00									Walnut	Hand Rubbed, Teak Finish	Contemporary	1 Lift Lid 2 Tambor Drs. 1 Slide Dr.	
7208 *	1850.00									Cherry	Hand Rubbed	French Provincial	1 Lift Lid 2 Hinge Drs. 1 Slide Dr.	
Signature Series 8202 *	2600.00						33	64	20	Walnut	Hand Rubbed, Open Grain	Italian Credenze, Paquet Inlaid Drs.	3 Hinge Drs. 2 Slide Drs.	
* Includes Stereo Tape Recorder/Reproducer														
<b>ANDREA</b> — Andrea Radio Corporation, 27-01 Bridge Plaza North, Long Island City 1, N.Y.														
MCP-A-1S Verdi	315.00	Aut	4	X	X	X-Orig.	31	38	18 1/4	Veneer Hardwood	Mahogany	Traditional	1 Hinge Lid	D
WCP-A-1S Verdi	330.00									Walnut				
WFCP-A-1S Verdi	330.00									Fruitwood				
2CPR-A-5S Sonata	425.00									Mahogany				
W2CPR-A-5S, Sonata	440.00									Walnut				
F2CPR-A-5S, Sonata	440.00									Fruitwood				
<b>BIRCH</b> — Boetsch Bros., 115 Cedar St., New Rochelle, N.Y.														
Slim Line	159.95	Aut	4	X	X	X-Opt	36	42	16	Wood	Walnut, Mahogany	Modern	NI	D
<b>CAPEHART</b> — Capehart Corp., 87-46 123rd St., Richmond Hill 18, N.Y.														
12DM-05	299.95	Aut	4	X	X	X-Opt	28	40	18	Hardwood	Oiled Walnut, Polished Walnut	Danish, Modern	1 Lift Lid	D
12MN-18	329.95					X-Orig.	31	45	16		Mahogany, Walnut	Modern		
12CT-09	375.00						29	46	17		Polished Walnut, Cherry	Contemporary		
12TR-19	390.00						32	46			Mahogany, Cherry	Traditional		
12EA-15	450.00						29	54			Maple, Cherry	Early American		
18EA-10	495.00							54			Maple, Cherry	Early American	2 Lift Lids 2 Doors IN Front	
18 DM-20	525.00							54			Oiled Walnut, Polished Walnut	Danish Modern	Same	
18 1P-12	550.00							58			Polished Walnut, Cherry	Italian Provincial	Same	



AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos-Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY					
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (In. ins.)	WIDTH (In. ins.)	DEPTH (In. ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID	SINGLE OR DUAL STYLUS
<b>CAPEHART -- Continued</b>														
ST-78*	\$850.00	Aut	4	X	X	X-Orig.	32	35	19	Hardwood	Emberglo	Sophisticate By Tomlinson	2 Doors, Lift Lid	D
PT-147*	1295.00							90	19			Pavane By Tomlinson	2 Drawers	
PT-147*	1295.00							58	18			Same As PT 147	2 Doors	
PT-151*	1295.00							49	20			Same As PT 147	2 Doors	
*Furniture by Tomlinson of High Point														
<b>CAPITOL -- Capitol Records Inc., 1750 N. Vine, Hollywood 28, Calif.</b>														
C 7511	199.95*	Aut	4	X	X	X-Opt.	25	28	15 1/4	All Wood	Mahogany Walnut	Contemporary	1 Hinge Lid	D
7531	129.95						29	44 1/4	14 1/2				2 Slide Doors	
7721	189.95						25	28	15 1/4				1 Hinge Lid	
7731	229.95						29	44 1/4	14 1/2				2 Slide Doors	
*All Prices Slightly Higher in West														
<b>CURTIS -- Curtis Mathes Mfg. Co., 2220 Young, Dallas, Texas</b>														
4427	189.95	Aut	4	X	X	X-Opt.				Hardwood	Genuine Mahogany	Modern	1 Drawer	D
4427	199.95										Oiled Walnut	Modern		
4429	219.95										Genuine Mahogany	Modern		
4429	229.95										Oiled Walnut	Modern		
4228	219.95											Danish Modern	2 Slide Doors	
4229	249.95											Danish Modern		
4230	289.95											Danish Modern		
4328	269.95										Rock Maple	Early American		
4329	299.95										Rock Maple	Early American		
4330	339.95										Rock Maple	Early American		
4528	269.95										Northern Cherry	French Provincial	2 Tambor Drs.	
4529	299.95										Northern Cherry	French Provincial		
4530	339.95										Northern Cherry	French Provincial		
3229	349.95										Oiled Walnut	Danish Modern		
3230	399.95										Oiled Walnut	Danish Modern		
3329	399.95										Northern Cherry	French Provincial		
3330	449.95										Northern Cherry	French Provincial		
4629	229.95										Oiled Walnut	Danish Modern	4 Slide Doors	
4629*														
4630	399.95											Danish Modern		
4630*	339.95											Danish Modern		
4729	439.95										Rock Maple	Danish Modern		
4729*	359.95											Early American		
4730	459.95											Early American		
4730*	399.95											Early American		
4829	499.95											French Provincial	4 Tambor Drs.	
4829*	359.95											French Provincial		
4830	459.95											French Provincial		
4830*	399.95											French Provincial		
930	499.95											French Provincial	2 Tambor Drs.	
	499.95											Danish Modern	2 Hinged Drs.	
*With Tape Deck														
<b>DECCA -- Decca Records, Inc., 445 Park Avenue, New York City</b>														
DP-333	99.95*	Aut	4	X	X	X-Orig.	28	23 3/4	13 1/2	Mahogany Veneer	Satin Finish	Traditional	Top Opening Lid	D
DP-334	104.95							23 3/4	13 1/2	Walnut				
DP-335	104.95							23 3/4	13 1/2	Fruitwood				
DP-313	129.95							30	16	Mahogany Veneer				
DP-314	134.95							30	16	Walnut				
DP-315	134.95							30	16	Blonde				

\*All Automatics Above Are Plus 45 RPM Adapter Spindle. All Prices Are Slightly Higher South, Southwest And West

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES				OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS	
Saph/Diam	Ceram	50	50	Front	6	12,8,4	RO	Bass, Treble, Dual Volume, AM/FM	AM/FM/AFC Simulcast		X	4 Input 4 Output	Huntboard	
				Sides, Bottom For Bass				Tuning Function SW	Orig.				Sideboard	
				Front									Sideboard	
				Front									Sideboard	
Saph/Saph	Ceram	NI	6	Side	2	6	R	Loudness, Balance Tone						
			10	Front	4	2-8 2-3 1/2		Bass, Treble, Balance, Loudness						
			12	Side	2	6		Loudness Bass, Treble, Function, Balance	AM/FM Stereo, AFC-Orig.					
			12	Front	4	2-8 2-3 1/2		Loudness Bass, Treble Function, Balance	Same					
Saph/Diam	Ceram	6	NI	Front & Side	4	12, & 5	R	Bass, Treble, Balance, Tuning	AM/FM/AFC				TV Sound Multiples Output And Input; And Stereo Tape Input	FM Stereo Opt.
		6	NI		4	12 & 5		Loudness						
		10	20		6	12,5,5								
		10	20		6	12,5,5								
		6	NI	Front	4	12, & 5								
		10	20		6	12,5,5								
		28	60		6	12,8,5								
		6	NI		4	12 & 5								
		10	20		6	12,5,5								
		28	60		6	12,8,5								
		6	NI		4	12 & 5								
		10	20		6	12,5,5								
		28	60		6	12,8,5								
		10	20		6	12,5,5								
		28	60		6	12,8,5								
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		10	20		6	12,5,5								
		28	60		6	12,8,5								
		10	20		6	12,5,5								
		28	60		6	12,8,5								
		10	20		6	12,5,5								
		28	60		6	12,8,5					</td			

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos-Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY				SINGLE OR DUAL STYLUS	
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (in. in. in.)	WIDTH (in. in. in.)	DEPTH (in. in. in.)	MATERIAL	FINISH	STYLE	DOORS OR LID	
<b>DEILCRAFT -- Dominion Electrohome Industries - Kitchener, Ontario, Canada</b>														
Monterey	\$995.00	Aut	4	X	X	X-Orig.	31 1/2	58	18 3/8	Hardwood Varies With Finish	Walnut, Swedish Walnut, Oiled Walnut, Oiled Teak, Mahogany Satin Walnut	Contemporary	2 Sliding Doors Over Grille 1 Hinge Lid	D
Kalmar "40"	799.50						29 5/8	60	18	Same	Walnut, Swedish Walnut, Oiled Teak, Oiled Walnut	Contemporary	Same	
Lorraine "40"	849.50						30	57 1/4	18 5/8	Same	Walnut, Mahogany Spanish Brown Mahogany, Burgundy Fruitwood	French Provincial	1 Lift Lid	
Acadian "40"	849.50						28 1/2	57 1/2	19 1/2	Birch	Red Maple Brown Maple Antique Maple	Early American	1 Lift Lid	
Marseilles	649.50						30	46	18 1/16	Hardwood Varies With Finish	Walnut, Mahogany Burgundy Fruitwood Spanish Brown Mahogany	French Provincial	1 Lift Lid	
Sierra	689.50						29	61 1/4	18 1/8		Walnut, Swedish Walnut, Oiled, Teak, Oiled Walnut Spanish Brown Mahogany	Contemporary	2 Lift Lid 2 Push In Doors For Tweeter - Mid-Range	
Lucerne	499.50						29	50	17		Walnut, Swedish Walnut, Mahogany Spanish Brown Mahogany	Traditional	1 Lift Lid	
Calais	499.50						29	50	17		Walnut, Swedish Walnut Oiled Walnut Mahogany	Contemporary	1 Full Lift Lid	
Madeira	499.50						29	37	17 3/4		Walnut, Swedish Walnut, Mahogany Antique White		1 Lift Lid	
Mandalay	299.50						30	36	16		Walnut, Swedish Walnut, Mahogany Oiled Teak		1 Full Lift Lid	
Castanet	419.50						26 7/8	54 3/8	16 1/4		Same		1 Lift Lid	
"620"	169.50					X-Opt	23	37	16	Hardwood, Masonite	Swedish Walnut, Walnut		1 Lid	
<b>DELMONICO -- Delmonico International, 120-20 Roosevelt Ave., Corona, L.I., N.Y.</b>														
1033 Delmonico	99.95	Man & Aut	4		X	X-Opt	28 5/8	23	14 1/2	Ebony	Flat Finish	Contemporary	2 Hinge Side Doors, Hinge Lid	D
1025 Delmonico	129.95						28	23	14	Mahogany Or Walnut	Mirror Finish		Same	
1028 Delmonico	169.95						28	30	14				Hinge Lid	
2050 Delmonico	189.95						32	25	15				2 Hinge Side Doors Hinge Lid	
925 Emud	269.95						34 1/2	25 1/4	17 1/4				Same	
2020 Delmonico	199.95						27 1/2	38 1/2	15				Hinge Lid	
4TR-20* Delmonico	NI						30 1/2	40 1/2	15					
971 Korting	389.95						31 1/2	47 1/4	16 3/4				2 Hinge Doors At Top	
981** Korting	399.95													
1010 Emud	369.95						15 1/2	47 1/2	32 1/2				1 Hinge Door Front	
1091 Korting	419.95						16	44 1/2	27 1/2				2 Sliding Doors	
1081*** Korting	389.95													
1211 Emud	429.95						33 1/2	56	17 1/2				3 Hinge Lids	

\* Same Specifications As For Model 2020, Plus 4-Track Stereo Record, Stereo Playback Tape Recorder. \*\* Same Specifications As For Model 971, Except With 9-Tube Tuner, UL Approved.

\*\*\* Same As For Model 1091 Except With 9-Tube Tuner. UL Approved.

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSICPOWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in in. x.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS
Diam	Mag.	80	NI	Front	6	2-12 2-6 2-Horn Tweeters	R	NI	AM/FM/AFC	X	X	2 Exten. Speakers 8 Input 4 Output	FM Stereo Opt., Satellite Sound Pushbuttons
		40			6								
		40			6								
		40			6								
		20			6	2-12 2-6 2-3 1/2							
					5	1-15 2-6 2-3 1/2							
					4	2-12 2-6						6 Input 4 Output	
					4	Same						Same	
					4	Same						Same	
					4	2-8 2-3 1/2			AM/FM			2 Output	
					4	2-10 2-3 1/2			AM/FM			2 Output	
Saph	Astatic	4			2	8							
Saph/Saph	Mag.	NI	NI	Front & Side	4	2-6x4 2-4	O R	5-Tone, Selector, Tuning, Volume, On & Off	AM/FM Orig.	X		1 Input	All Models Have FM Stereo Jacks
					4	Same	O R R						
					4	Same	O R R						
					6	2-4 2-5 2-6 1/2	R R R						
					4	2-7x4 2-10x6 1/2	O O	Push-Button Tone Controls: Speech,				1 Input 1 Output	
					6	2-4 2-5 2-6 1/2	R R R	Concert, Jazz. AM/FM/SW Stereo On & Off Volume		X			
						Same	R R R	& Tone		X		1 Input	
				Front		2-6x8 4-3	O R*					1 Input 1 Output	
				Front		Same	O R*					1 Input 1 Output	
				Front & Sides		2-6x9 2-4x6 2-2	O O R					2 Output 1 Input	
						2-3 2-3	R R*						
						1-4x6 1-6	O R						
					8	2-10, 2-4/6 2-3 2-2 1/2	R O R, R*						

\*Electrostatic

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos—Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY					
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (In. In.)	WIDTH (In. In.)	DEPTH (In. In.)	MATERIAL	FINISH	STYLE	DOORS OR LID	SINGLE OR DUAL STYLUS
<b>DUMONT</b> — DuMont Television & Radio Corp., Jersey City, N.J.														
Douglas	NI	Aut	4	X	X	Orig.	31	45 9/16	19	Mahogany		Traditional	2 Top Lids	D
Bel Air		Aut	4	X	X	Orig.	31	45 9/16	19	Walnut		Contemporary	2 Top Lids	D
D'Orsay		Aut	4	X	X	Orig.	31	45 9/16	19	Fruitwood		French Provincial	2 Top Lids	D
<b>EMERSON</b> — DuMont Emerson Corp., 680 5th Ave., N.Y., N.Y.														
930	\$128.00 138.00	Aut	4		X	X-Orig.	27 1/4	30 1/4	14 3/4	Genuine Hardwood Veneer	Mahogany, Light Oak, Walnut	Contemporary	1 Hinge	D
1902	178.00 188.00	Aut	4		X	X-Orig.	27	35	17 3/4	Same	Same	Contemporary	1 Hinge	D
1903	228.00 238.00	Aut	4		X	X-Orig.	32	42	18 1/4	Same	Same	Contemporary	1 Hinge	D
<b>ELECTONE</b> — Electron Enterprises, 6917 W. Stanley Ave., L.I.C., I., N.Y.														
160	119.95	Aut	4	X	X	X-Opt.	13	23	17	160M Mahogany 160B Blond Oak 160W Walnut	Hand-rubbed	Traditional	Hinge Top	
<b>GENERAL ELECTRIC</b> — General Electric Company, Decatur, Illinois														
RC 1190 Series	159.95*	Aut	4	X	X	X-Orig.	27	36 3/4	17	Veneer Hardwood	Mahogany, Walnut, Maple & Oak	Contemporary & Early American	Hinge Top Lid	D
RC 1195 Series	219.95*						27	36 3/4	17			Contemporary & Early American		
RC 1200 Series	199.95*						29 1/4	40	15 3/4			Contemporary		
RC 1210 Series	279.95*						29 1/4	40	15 3/4					
RC 1245 Series	279.95*						30	46	18		Mahogany, Walnut, Maple			
RC 1255 Series	349.95*							46						
RC 1690 Series	479.95*							49				Contemporary, Early American & Traditional		
RC 1690R Series	529.95*							49						
RC 1710 Series	595.00*							54			Mahogany, Walnut, Cherry			
RC 1710R Series	650.00*							54			Mahogany, Walnut, Cherry			
RC 1611	249.95						201 1/2**	63-Open 31-Closed	12 16		Walnut	Contemporary	2 Hinged Front Doors	
RC 1616	349.95						201 1/2**	63-Open 31-Closed	12 16		Walnut	Contemporary	2 Hinged Front Doors	
*And Up **No Legs														
<b>GRUNDIG MAJESTIC</b> — Majestic International Sales, 743 W. La Salle St., Chicago 10, Ill.														
SO-205	339.95	Aut	4	X	X	X-Orig.	31 1/2	25 1/4	14	Walnut	High Polish Or Satin	Contemporary	1 Hinged Door	D
SO-220	364.95						31 1/2	36 1/2	14 1/2				1 Hinged Door	
SO-202	389.95						29 1/4	40 1/2	15 3/4				2 Hinged Lids	
SO-230	475.00						31 1/2	38 1/2	15 3/8				2 Hinged Doors	
SO-240	549.95						32	45	16 1/2				2 Hinged Doors	
SO-242	529.95						30	47 1/2	15				2 Hinged Lids	
SO-260	629.95						31 3/4	53	17 3/4				2 Hinged Lids 1 Slide Lid 1 Hinged Door	
SO-262	549.95						NI	NI	NI				NI	
SO-280	949.95						31 1/2	59	17 1/4				NI	
SO-290	995.00						32 1/4	61 3/4	17 3/4				2 Hinged Lids 1 Slide Lid 2 Hinged Doors	
SO-120	409.95						30	41 1/4	15				2 Hinged Doors	



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## Specifications For 1962 Phonos—Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY					
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (In. In.)	WIDTH (In. In.)	DEPTH (In. In.)	MATERIAL	FINISH	STYLE	DOORS OR LID	SINGLE OR DUAL STYLUS
<b>GRUNDIG MAJESTIC -- Continued</b>														
SO-141	\$619.95	Aut	4	X	X	X-Orig.	31 1/2	53 1/4	16 1/4	Walnut	High Polish Or Satin	Contemporary	2 Hinged Doors 1 Slide Lid	D
SO-161	635.00						32 1/4	54 1/4	16 3/4				3 Hinge Lids 1 Hinge Door	
SO-170	529.95						36 1/4	46	17 3/4				2 Sliding Doors 1 Hinged Door	
SO-191	859.95						32 1/2	57 1/2	16 1/4				2 Hinged Lids 2 Hinged Doors "Hopper" Section Same	
SO-174B	799.95						33 1/2	46 3/4	17			French Provincial		
SO-1	369.95						31 3/4	27 1/2	13 3/4				Contemporary	1 Hinged Door
SO-2	369.95						31 3/4	26	13 1/2					1 Hinged Door
SO-160	519.95						32 1/2	45	17					1 Hinged Lid 1 Winged Door
SO-190	619.95						31 1/2	54 1/4	16 1/8					1 Hinged Lid 1 Hinged Door
<b>MARCONI -- Canadian Marconi Co., (USA) Inc., 550 5th Ave., New York 36, N.Y.</b>														
4503A		Aut	4	X		X-Opt.	28	36	17 3/4	Wood Veneer	Oiled & American Walnut American Mahogany	Contemporary	2/3 Hinge Lid	NI
4506A		Aut	4	X	X	X-Opt	29	38	17 1/8	Wood Veneer	Oiled & American Walnut American Red & Black Mahogany	Contemporary	2/3 Hinge Lid Centered	NI
<b>MOTOROLA -- Motorola Consumer Products Inc., 9401 West Grand Avenue, Franklin Park, Illinois</b>														
SK75	499.95	Aut		X	X	X-Orig.	31 1/2	50	18 3/8	Mahogany	NI	Contemporary	NI	D
SK74M	499.95						31 1/4	52	18 7/8	Mahogany Walnut		Contemporary		
SK74W	459.95													
SK73M	399.95						30 1/2	51	18 1/4	Mahogany Walnut		Contemporary		
SK73W	409.95													
SK72	369.95						30 9/16	46	17 3/16	Cherrywood		Early American		
SK71M	349.95						30 3/4	45	17 1/4	Mahogany, Bis-cayne Walnut		Contemporary		
SK71W	359.95													
SK70M	Open						30	50	18 7/8	Mahogany, Bis-cayne Walnut		Contemporary		S
SK69	289.95						30 3/4	44	17 3/8	Cherrywood		Early American		S
SK68M	269.95						30 1/2	44	17 3/8	Mahogany Walnut		Contemporary		S
SK68W	279.95													
SK675M	229.95						28 1/2	38 5/8	18 5/16	Mahogany, Wal-nut & Blonde		Contemporary		D
SK675W, B	239.95													
SK67	229.95						29 3/4	39 3/8	17	Cherrywood		Early American		
SK66M	199.95						29 3/4	40	17 1/4	Mahogany Walnut Blond		Contemporary		
SK66W	209.95													
SK66B	219.95													
SK65M	149.95						28 1/2	37	18	Mahogany Wal-nut, Blonde		Contemporary		
SK65W, B	159.95													
SK56-1	895.00						30	56 5/8	17 3/4	Mahogany	Chatham Finish	Traditional Classic		
SK57-1	995.00						29 5/8	62	20	Walnut	Ming Finish	Oriental		

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE		
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	NUMBER AND TYPE	TYPE OR RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS	
Saph/ Saph	NI	NI	NI	Front & Sides	4	2-9x12 2-5	O R	4 Multi-sonic, Balance, Voice, Music	AM/FM/SW Orig.		X	X-Opt	2-Input 2-Output	Provision For Stereo Tape Deck
					4	Same	Same	4 Multi-sonic, Jazz, Voice, Orch, Balance						Same
					5	3-9x12 2-Tweeters	O Elec	Bass, Treble, Music, Voice, Balance						
					6	2-9x12 2-5 2-Tweeters	O R Elec	4 Multi-sonic, Jazz, Orch, Voice, Balance						Provision For Stereo Tape Deck
					5	3-9x12 2-Tweeters	O Elec	Bass, Treble, Voice, Music, Balance						
		NI	NI	Front & Sides	3							NI		
				Front	5									
				Front & Sides	4						X			Provision For Stereo Tape Deck
NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	
NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	
Saph/ Diam	NI	51	110	Front	5	15 2-8 2-5	NI	Vibrasonic, Monaural-Stereo Balance, Treble, Loudness, Bass, & Selector	FM/AM Opt.	X			1-Input	
		51	110			15 2-8 2-5							1-Input	
		51	110			12 2-6 2-4							1-Input	
		20	50											
Saph														
Saph														
Saph														
Saph/ Diam		NI	NI											
Saph/Saph														
Saph/ Saph														
Saph/ Diam		51	110	NI	5	15 2-8 2-5								
Saph/Diam		51	110	NI	5	Same		Same	FM/AM Orig.	X			2-Input	

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## Specifications For 1962 Phonos—Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY				SINGLE OR DUAL STYLUS	
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (in. ins.)	WIDTH (in. ins.)	DEPTH (in. ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID	
<b>NORMENDE</b> — Sterling Hi-Fidelity Inc., 22-20 40th Ave., L.I.C. 1, N.Y.														
Caruso	\$229.95 309.95	Aut	4	X	X	X-Opt	31	24 1/2	14 1/2	Wood	Polished Walnut, Oiled Light Walnut	Contemporary	Drop Door	D
Cosima	359.95 379.95						30	38 1/4	15 1/2		Polished Walnut With Light Birch		Drawer	
Casino	379.95 399.95						30 1/4	42	14 3/4		Polished Walnut, Satin Light Walnut		Lift Lid	
Traviata	399.95 419.95						30 1/4	43	14 3/4		Polished Walnut, Polished Light Walnut		Lift Lid	
Arabella	599.95						32 1/2	56 1/2	16 1/4		Oil-Finished Teakwood		Drop Door	
Isabella	649.95 669.95 669.95						32 1/2	56 1/2	16 1/4		Polished Walnut, Satin Light Walnut, Oil-Finished Teakwood		Lift Lid	
Casino-Slidor	449.95 469.95						30 1/4	42 1/2	14 3/4		Polished Walnut, Satin Light Walnut		Sliding Door	
<b>OLYMPIC</b> — Olympic Radio & Television, 34-01 38th Ave., L.I.C. 1, N.Y.														
728	149.95	Aut	4	X	X	X-Opt.	28	22	16 1/2	Wood	Mahogany	Contemporary	1 Lift Lid	D
727	99.95						28	23	16 1/2					
9700	129.95						29 3/4	37	16 3/4					
1760	179.95						30	39	16 3/4					
9550	199.95					X-Orig.	30 3/4	43	17					
1770	249.95						30	43	17 3/16					
1800	329.95						29 1/2	44	17 1/8					
1805	429.95						31 1/8	49 3/4	17 7/8	Hardwood		Modern	Lift Lid & Hinge Door	
8603	399.95						29	37	17 5/8	Hardwood	Antiqued Cherry	French Provincial	Lift Lid	
8605	399.95						31 1/2	39	11 7/8	Hardwood	Open-Grain Walnut	Modern	Lift Lid	
7511	499.95					X-Opt.	32 3/8	45 5/8	16 1/2	Wood	Ebony, Hand-painted Decoration	Oriental	Lift Lid & Hinge Door	
8611	499.95					X-Orig.	33 5/8	46	17	Wood	Same	Oriental	Same	
<b>PACKARD BELL</b> — Packard Bell Electronics, 12333 West Olympic Boulevard, Los Angeles 64, California														
RPC 16A	249.95 259.95 259.95	Aut	4	X	X	X-Orig.	27 3/4	33	16 3/4	Harwood, Gum Same	Grained Mahogany Grained Walnut Lacquered Ebony	Modern	1 Hinge Lid	D
RPC 17A	289.95 289.95 299.95 299.95						29 7/8	37 1/2	16 1/2	Mahogany Oak Birch Walnut	Acrylic Lacquer	Colonial Scandia		
RPC 11	329.95 349.95 349.95						31 3/8	41 3/4	20 3/4	Mahogany Birch Walnut		Traditional Colonial Scandia	1 Slide Lid Same Same	
RPC 12	399.95 399.95 399.95						32 3/8	48 1/4	19 7/8	Mahogany Birch Walnut		Modern Ebony Colonial Scandia	1 Hinge Lid	
RPC 12D	399.95									Mahogany		Italian Provincial		
RPC 13R	525.00 535.00						30	57 3/4	20 1/2	Birch Walnut		Colonial Scandia		
RPC 14R	565.00 565.00						34 7/8	52 1/4	20 5/8	Birch Walnut		Colonial Scandia	2 Hinge Lids Same	

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE		
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in. ins.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS	
Saph/ Saph	Ceram	NI	16	Front & Sides	4	2-8 2-5	R R	Push Buttons For Bass, Speech,	AM/FM/SW/ Marine	X*	X	2-Input 2-Output	FM Stereo Adapter Opt.	
				Sides	6	2-8 4-5	R R	Orchestra, Solo, Presence. Stereo	AM/FM/SW Marine					
				Front & Sides	6	2-8 4-5	R R	Switch, Balance	AM/FM/SW/ LW	X*				
				Front	6	2-8 2-5 2-2	R R R		AM/FM/SW/ Marine	X*				
			30		8	2-9x12 2-5 4-2	O R R		AM/FM/SW/ LW	X				
			30		8	2-10 2-6 4-2	R R R		AM/FM/SW/ LW	X				
			20		6	2-8 2-5 2-2	R R R		AM/FM/SW/ Marine	X				
* 45's Only														
Saph/ Saph	Ceram	NI	5	Front	3	6 2-3 1/2	R	Bass, Treble	AM Orig.		X	3-Output		
			8		2	5		Bass				3-Output		
			10		6	2-4, 2-6 Duosonic		Bass, Treble, Balance, Loudness				3-Output		
			10									1-Input 3-Output		
			18						AM/FM Orig.			3-Output		
			20						AM/FM-FM Stereo Orig.			1-Input 3-Output		
			30			2-3 1/2 2-8 Duosonic			AM/FM Simulcast, FM Stereo Orig.			1-Input 3-Output		
			8			2-3 1/2 2-4 2-12 Duosonic			AM/FM Simulcast, FM Stereo-Orig.			1-Input 3-Output		
			6			2-8, 2			AM/FM Simulcast Orig.	X		3-Output		
			6			2-8								
			NI	NI				Bass, Treble, Loudness						
			6			2-12		Bass, Treble, Balance, Loudness			X			
Diam/ Saph	Ceram	8	20	Front	4	2-9 2-4	O R	2 Loudness 2 Bass 2 Treble	AM/FM/AFC			2-Input 2-Output		
			48	88								4-Output		
					6	2-10 4-4	R R							
			48	88		2-12 4-4	R R			X	X	X-Orig. 4-Input 5-Output	Simulcast	
			28	84		1-15 2-9 2 Horn Tweeters	R O			X	X	X-Orig. 4-Input 5-Output	Simulcast 3 Channel-Stereo	

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## Specifications For 1962 Phonos—Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY				SINGLE OR DUAL STYLUS		
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (In. ins.)	WIDTH (In. ins.)	DEPTH (In. ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID		
<b>PHILCO—The Philco Corp., "C" &amp; Tioga Streets, Philadelphia 34, Penn.</b>															
1628MR	\$149.95*	Aut	4	X	X	X-Orig.	26	38	15 5/8	NI	Matches: Mahogany Walnut Blonde Oak Mahogany Walnut Blond Oak	Contemporary		D	
WA	149.95*														
BL	159.95*														
XMR	199.95*														
XWA	199.95*														
XBL	209.95*														
1629MR	NI						27 5/32		15 3/4		Matches Mahogany	Contemporary			
MC	NI						26		15 3/8		Cherry	Early American			
WA	NI						27 5/32		15 3/4		Walnut	Contemporary			
1632M	199.95*						27 5/16	42	16 3/8		Matches Mahogany	Traditional			
WA	209.95*						27 5/16		16 3/8		Walnut	Danish			
PR	219.95*						27 11/16		16 3/8		Cherry	Early American			
1635M	269.95*						27 5/16		15 5/8		Mahogany	Traditional			
1635WA	279.95*						27		15 3/4		Walnut	Danish			
1635MC	289.95*						27 11/16		15 5/8		Cherry	Early American			
1638M	325.00*						28 7/8	49 1/2	16 5/8		Mahogany	Traditional			
1638WA	335.00*						28 7/8	49 1/2	16 5/8		Walnut	Danish			
1638CH	345.00*						31	58	15		Cherry	Early American			
1721MR	375.00*						31	58	15		Dark Mahogany	Traditional			
ML	395.00*						31	58	15		Light Mahogany	Italian Provincial			
WA	385.00*						31	58	15		Walnut	Danish			
MA	395.00*						31	58	15		Cherry	Early American			
1824RW	NI						26	27	16 1/2		Walnut	Modern			
RM							26	27	16 1/2		Mahogany	Traditional			
DW							26	28 3/4	18 5/8		Walnut	Danish			
1826RW							26 7/8	48	19 1/2		Walnut	Danish			
RM							21 1/2	47 1/2	17 9/16		Mahogany	Traditional			
1930RP							29	50	19		Maple	Provincial			
*Slightly higher in Zones Two & Three															
<b>PHILHARMONIC—Philharmonic Electronics Corp., 10 Columbus Circle, New York 19, N.Y.</b>															
1456	129.95	Aut	4	X	X	X	27	25	16	Hardwood Veneer	Oiled Walnut	Contemporary	1 Hinge Lid 1 Pullout Speaker	D	
1458	149.95							32	16		Mahogany, Blonde Or Oiled Walnut		1 Hinge Lid		
1464	219.95							32	16		Same				
1460	199.95							36	17		Mahogany Or Oiled Walnut				
1466	299.95							36	17		Same				
<b>PHONOLA—Waters Conley Co., Inc., 501 First Ave., N.W., Rochester, Minn., Nat'l. Sales Office, 645 N. Michigan Ave., Chicago 11, Ill.</b>															
2761	199.95	Aut	4	X	X	X	30	32	15 1/2	Walnut	Flat Lacquer	Modern	1 Hinge Door	D	
2961	199.95	Aut	4	X	X	X	30	32	15 1/2	Mahogany	Gloss	Modern	1 Hinge Door	D	
<b>PILOT—Pilot Radio Corp., 37-06 36th St., Long Island City, N.Y.</b>															
1A110	435.00	Aut	4		X	X-Opt	32	48	17	Walnut Or Mahogany	Oiled Or Lacquered	Contemporary	2 Lift Lids	D	
1A402	595.00					X-Opt.		48			Same	Lacquered	Contemporary		D
3A240	575.00					X-Orig.		49			Walnut	Oiled	Danish		S
3A402	665.00					X-Opt.		49			Walnut	Oiled	Danish		D
3A602	775.00					X-Orig.		49			Walnut	Oiled	Danish		S

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSICPOWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in in.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS
Saph/Saph	Ceram	NI	8	Front	3	2-4 1-10	R	Tone, Loudness Balance	AM/FM-AFC Opt. Same AM/FM-AFC Orig. Same	X	NI		All Models Adap. To FM Stereo
					4	2-4			AM/FM-AFC	NI			
					4	2-6			Orig.	NI			
					4			Tone, Balance, Loudness, Function	Same	NI			
					15	2-4			AM/FM-AFC	X			
					15	2-6			Opt.				
					15			Bass, Treble, Loudness, Balance	AM/FM-AFC Opt. Same				
					20	2-4 2-5 1/4 1-12			AM/FM-AFC Orig.				
Diam/Saph													
Saph/Saph	Mag	NI	NI	Front & Wing	4	2-4 2-6	R	3-Loudness, Balance, Tone					
	Mag			Front	3	1-8 2-6		4-Treble, Bass Loudness, Balance					
	Mag				3	1-8 2-6		6-Bass, Treble Function, Balance, Loudness	AM/FM Stereo With AFC- Orig.				
	Ceram				4	2-10 2-4		4-Treble, Bass Loudness, Balance		X	1 Output		
	Ceram				4	2-10 2-4		6-Bass, Treble Function, Balance Loudness	AM/FM Stereo With AFC- Orig.	X	1 Output		
Diam/Saph	Ceram	NI	7	Front	5	1-10 2-6 2-1 3/4	R	Volume Tone, Balance, Function Dial	AM/FM/AFC- Orig.			2 Output	
Diam/Saph	Ceram	NI	7	Front	5	1-10 2-6 2-1 3/4	R	Same	Same			2 Output	
Saph/Diam	Ceram	30	NI	Front	6	2-12 2-4 1/2 2-3 1/2	R	Bass, Treble, Function, Balance Volume, Loudness		X	X	8-Input 2-Output	
Saph/Diam	Ceram								AM/FM Stereo			4-Input 2-Output	
Diam Mag												8-Input 2-Output	
Saph/Diam	Ceram								AM/FM Stereo			4-Input 2-Output	
Diam Mag									AM/FM Stereo			4-Input 2-Output	

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos—Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY					
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID	SINGLE OR DUAL STYLUS
<b>PILOT — (Continued)</b>														
4A240	\$675.00	Aut	4		X	X-Orig.	32 1/4	52	17	Cherry	Fruitwood	Early American	2 Lift Lids	S
4A402	765.00					X-Opt.	32 1/4	52	17		Fruitwood	Early American		D
4A602	875.00					X-Orig.	32 1/4	52	17		Fruitwood	Early American		S
5A240	625.00					X-Orig.	32	50	18 1/2		Fruitwood Mahogany	French Provincial		S
5A402	715.00					X-Opt.	32	50	18 1/2		Same	Same		D
5A602	825.00					X-Orig.	32	50	18 1/2		Same	Same		S
7654	995.00					X-Orig.	33 1/4	61 1/4	19 1/2	Walnut	Oiled	Danish	Full Lift Lid	S
8654	1095.00					X-Orig.	33 1/4	61 1/4	19 1/2	Cherry	Fruitwood	French Provincial	Full Lift Lid	S
<b>RCA — RCA Sales Corporation, 600 North Sheraton Drive, Indianapolis 1, Indiana</b>														
IVE07	159.95	Aut	4	X	X	X-Orig.	29 1/2	32 1/4	18 1/2	Hardwood	Mahogany	Contemporary	Lid	D
IVE08	169.95						29 1/2	33 1/2	18 1/2		Walnut	Danish		
IVE09	169.95						29 1/2	33 1/2	18 1/2		Maple	Early American		
IVE10	199.95						29	39 1/4	17 1/2		Mahogany, Walnut, Oak, "Grained"	Contemporary		
IVE20	239.95						29 1/4	40 1/8	18 5/8		Mahogany, Oak	Contemporary		
IVE22	259.95						29 3/4	39 7/8	18 5/8		Maple, Light Cherry	Early American		
IVE24	249.95						29 9/16	40	18 7/8		Walnut	Danish		
VC243	259.95						30 3/8	32 3/4	19 1/16		Mahogany	Traditional		
VC244	269.95						31 3/8	32 3/4	19 1/16		Walnut	Danish		
VC245	269.95						30 1/8	32 3/4	19 5/8		Maple	Early American		
1VF10	269.95						29	39 3/4	17 1/2	Hardboard	Mahogany, Walnut, Oak, "Grained"	Contemporary		
VC181	299.95						31 13/16	40	18 5/8	Hardwoods	Mahogany Or Oak	Contemporary		
1VF20	309.95						29 3/4	40 1/8	18 5/8		Mahogany, Oak	Contemporary		
VC183	319.95						31 13/16	40 7/8	19 1/8		Mahogany	Traditional		
VC184	319.95						31 13/16	40	18 5/8		Walnut	Danish		
VC185	319.95						32 13/16	41	19 5/8		Light Or Dark Cherry	Early American		
1VF24	319.95						29 9/16	40	18 7/8		Walnut	Danish		
1VF22	329.95						29 3/4	39 7/8	18 5/8		Maple Or Light Mahogany	Early American		
VCR243	329.95						30 3/8	32 3/4	19 1/16		Mahogany	Traditional		
VCR244	349.95						31 3/8	32 3/4	19 1/16		Walnut	Danish		
VCR245	349.95						30 1/8	32 3/4	19 5/8		Maple	Early American		
1VF30	395.95						32 3/16	41 15/16	18 1/2	Veneers	Mahogany, Walnut	Contemporary		
1VF32	395.00						33	42 7/16	18 1/2	Veneers	Maple	Early American		
1VF34	395.00						31 3/16	42 5/16	18 1/2	Veneers	Walnut	Danish		
VCR183	399.95						31 13/16	40 7/8	19 1/8	Hardwoods	Mahogany	Traditional		
VCR184	399.95						31 3/16	40	18 5/8	Hardwoods	Walnut	Danish		
VCR185	399.95						32 13/16	41	19 1/8	Hardwoods	Light Or Dark Cherry	Early American		
1VF50	495.00						31 3/8	45	18 3/8	Veneers	Mahogany, Walnut, Oak	Contemporary		
1VF51	495.00						31 7/16	45 1/4	18 1/2	Veneers	Faber-Antique Cherry	Provincial		

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (In watts)	PEAK POWER (In watts)	LOCATION	NUMBER	SIZE (In ins.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS
Diam	Mag	30	NI	Front	6	2-12 2-4 1/2 2-3 1/2	R	Bass, Treble, Function, Balance Volume, Loudness		X	X		8-Input 2-Output
Saph/Diam	Ceram								AM/FM Stereo				4-Input 2-Output
Diam	Mag								AM/FM Stereo				4-Input 2-Output
Diam	Mag												8-Input 2-Output
Saph/Diam	Ceram								AM/FM Stereo				4-Input 2-Output
Diam	Mag												4-Input 2-Output
Diam	Mag	60			8	2-12 2-4 1/2 4 3 1/2			AM/FM Stereo				4-Input 2-Output
Diam	Mag	60			8	Same			AM/FM Stereo				4-Input 2-Output
Saph/Saph	Ceram	8	20	Front	4	2-3 1/2 2-8	R	Bass, Treble, Balance, Function, Loudness					
		8	20				R						
		8	20				R						
		8	20				R						
Saph/Diam		8	20				R		AM/FM Opt.	X			
		8	20				R		AM/FM Opt.	X			
		8	20				R		AM/FM Opt.	X			
		16	36		4	1-12 1-5x7 2-3 1/2	R O R						
		16	36		5	1-12 2-5x7 2-3 1/2	R O R						
Saph/Saph		16	36		5	Same	O		AM/FM Orig.	No			
Saph/Diam		8	20		4	2-3 1/2 2-8	R		AM/FM Opt.				
		16	36		3	1-15 2-5x7	R O						
		8	20		4	2-3 1/2 2-8	R		AM/FM Orig.	X			
		16	36		5	1-15 2-5x7 2-3 1/2	R O R						
		16	36		5	Same							
		16	36		5	Same							
		8	20		4	2-3 1/2 2-8	R						
		8	20		4	Same							
		16	36		5	1-12 2-5x7 2-3 1/2	R O R						X-Opt.
		16	36		5	Same							
		16	36		5	Same							
		11	24		6	2-12 4-3 1/2	R						
		11	24		6	Same							
		11	24		6	Same							
		16	36		5	1-15 2-5x7 2-3 1/2	R O R						
		16	36		5	Same							
		16	36		5	Same							
		32	58		6	2-12 2-5x7 2-3 1/2	R O R						
		32	58		6	Same							

\*Aux. Jacks: Input-Output & Speaker Jacks

AN EM WEEK EXCLUSIVE:  
Specifications For 1962 Phonos—Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY				SINGLE OR DUAL STYLUS	
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID	
<b>RCA -- (Continued)</b>														
1VF42	\$525.00	Aut	4	X	X	X-Orig.	60 5/8	44 11/16	16 3/8	Veneers	Colonial Maple	Early American	Lid	D
VCR84	550.00						31 5/8	42 1/2	17 1/8	Hardwoods	Walnut	Danish		
VCR45	550.00						31 5/8	42 1/4	17		Dark Or Light Cherry	Provincial		
1VF61	595.00						55	52 3/4	16 3/8		Light Cherry	French Provincial		
1VF64	595.00						50	52	16		Walnut	Danish Modern		
VCRH10	795.00						31	44	19		Walnut	"Circa '60"		
VCRH40	850.00						33	44	18 1/2		Antique, Fruitwood Moonstone Gray	Provincial		
<b>STROMBERG-CARLSON -- General Dynamics/Electronics, 1400 N. Goodman, Rochester 1, N.Y.</b>														
Young America SP711	199.95 209.95 209.95	Man & Aut	4	X	X-Opt.	27 7/8	38 1/2	16 1/4	Hardwood	Mahogany Walnut Oil Desert Walnut	Contemporary	1 Hinge Door Top Opening	D	
SP721	279.95 289.95 289.95					27 7/8	38 1/2	16 1/4		Same	Same			
SP716	249.95					28 1/4	39	17		Maple, Hand-rubbed	Early American			
SP726	259.95					28 1/4	39			Same	Early American			
SP713	259.95					26	39			Cherry	French Provincial			
SP723	339.95					26	39			Cherry	French Provincial			
SP741	279.95 295.00 295.00					28 3/4	41 5/8	17 3/4		Mahogany Walnut Oil Desert Walnut	Contemporary			
SP761	359.95 375.00 375.00					28 3/4	41 5/8	17 3/4		Same	Contemporary			
SP746	299.95					30 1/2	41	17 1/2		Cherry	Early American			
SP766	379.95					30 1/2	41			Cherry	Early American			
SP743	359.95					29	42			Soft Cherry Antique Patina	French Provincial			
SP763	439.95					29	42			Same	Early American			
SP771	399.95 419.95 419.95					28 3/4	59 1/2	18 1/8		Mahogany Walnut Oil Desert Walnut	Contemporary			
SP781	479.95 499.95 499.95					28 3/4	59 1/2	18 1/8		Same	Contemporary			
Penthouse Series RP871	515.00 615.00					29	61 3/4	18		Mahogany Walnut Oil	Contemporary			
RP872	650.00									Mahogany	Contemporary			
RP873	650.00									Soft Cherry	Traditional			
RP876	675.00									Cherry	French Provincial			
RP884	695.00									Ebony	Early American			
<b>SYLVANIA -- Sylvania Home Electronics Corp., 700 Ellicott St., Batavia N.Y.</b>														
45C15	Open	Aut	4	X	X	X-Orig.	32 1/8	18	37	Veneer	Mahogany Blond Oak Fruitwood	Traditional Modern Early American	1 Lid	D
45C16	Open						30 1/8	17 1/8	42		Mahogany Walnut Blond Oak	Provincial Contemporary Modern		
45C20	139.95 149.95						28 1/2	16	32		Mahogany Blond Oak Walnut	Contemporary Contemporary Contemporary		
55C15	Open						22 1/8	17 7/8	37 1/2		Mahogany Blond Oak Fruitwood	Traditional Modern Early American		
55C20	189.95 199.95						28 1/2	16	32		Mahogany Walnut Blond Oak	Contemporary Contemporary Contemporary		

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES				OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS	
Saph/ Diam	Ceram	11	24	Front	6	2-12 2-5x7 2-3 1/2	R O R	Bass, Treble 8	AM/FM Orig.	X	X	Opt.	2*	
		46	87	Wings	5	1-15 2-5x7 2-3 1/2	R O R			X				
		46	87	Wings	5	Same				X			2	
		32	58	Front	6	2-12 2-5x7 2-3 1/2	R O R							
		32	58		6	Same				X			2	
		46	87		5	1-15 2-5x7 2-3 1/2	R O R						2	
		46	87		6	2-12 2-5x7 2-3 1/2	R O R						2	
*Aux. Jacks: Input-Output & Speaker Jacks														
Saph/	Ceram	NI	NI	Front	4	2-5 2-9	O	3 Bass, Treble, Volume			X	X-Opt.		
									AM/FM*				1 For FM Stereo Adapter	
									AM/FM*				Same	
									AM/FM*				Same	
					6	2-5 2-9 2-12	O O R							
									AM/FM*				Same	
									AM/FM*				Same	
									AM/FM*				Same	
									AM/FM*	X				
									AM/FM*				Same	
									AM/FM*				Same	
									AM/FM*				Same	
									AM/FM*					
*Adaptable To FM Stereo Transistorized Adaptor Avail. At \$39.95														
Saph/ Diam	Ceram	NI	NI	Front & Ext.	6	12, 8 2-6 2-3	R	Dual Bass Treble, Master Loudness						12" Audio Extension
Saph/ Diam					6	2-12 2-6 2-3	R	Same	AM/FM Simulcast Opt.					2 12" Extensions
Saph/ Saph					3	6 6x4 4	R O	Tone, Dual Master Loudness						
Saph/ Diam					6	12, 8 2-6 2-3	R	Dual Bass, Treble, Master Loudness	AM/FM Orig.					12" Audio Extension
Saph/ Saph					3	6 6x4 4	R O R	Tone, Dual Master Loudness	AM/FM Orig.					

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## Specifications For 1962 Phonos-Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY					
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID	SINGLE OR DUAL STYLUS
<b>SYMPHONIC -- Symphonic Radio &amp; Electronic Corp., 10 Columbus Circle, New York 18, N.Y.</b>														
1751	\$99.95	Aut	4	X	X	X-Opt.	25	28	15 1/4	Hardwood	Mahogany	Contemporary	1 Hinge Lid	D
1770	129.95						25	28	15 1/4		Walnut	Contemporary	Same	
1772	189.95						25	28	15 1/4		Lined Oak Finish	Contemporary	Same	
1753	129.95						29	44 1/4	14 1/2		Mahogany	Modern	2 Slide Doors	
1771	159.95						29	44 1/4	14 1/2		Walnut	Modern	Same	
1773	229.95						29	44 1/4	14 1/2		Lined Oak Finish	Modern	Same	
1755	179.95						27 3/4	36	16 3/4		Mahogany Veneer	Contemporary	1 Hinge Lid	
1755	189.95										Oiled Walnut & Light Oak Veneer			
1775	269.95										Mahogany Veneer			
1775	279.95										Oiled Walnut & Light Oak Veneer			
1757	239.95					X-Orig.	29 1/2	48	13 3/4		Mahogany Veneer	Modern	2 Hinge Door	
1757	259.95										Oiled Walnut & Light Oak Veneer			
1777	329.95										Mahogany Veneer			
1777	349.95										Oiled Mahogany Light Oak Veneer			
<b>TELEFUNKEN -- American Elite, 48-50 34th St., Long Island City, N.Y.</b>														
Jubilate* 5161W	99.95						9	13 1/2	8	Dark Walnut	Hi-Lustre	Contemporary		NI
Jubilate Deluxe* 5261W	109.95						8 4/5	15 1/3	7 1/3	Same				
Gavotte* 5253W	159.95						12	18	9	Same				
Allegro* 5183W	189.95						14 1/3	23 1/4	9 3/4	Light Walnut				
Princess 5184K	299.95	Aut	4	X	X	X-Opt	31	41 1/2	16 1/2	Light Walnut	Oiled		1 Drop Door	
Wien II 5184WK	399.95					X-Opt	31 1/2	43	16	Light & Dark Walnut	Oiled & Hi-Lustre		Same	
Dominante 5094W	399.95					X-Orig.	33 3/8	46 1/2	16 1/2	Light Walnut	Oiled		Half Lid 1 Drop Front	
Salzburg 5094WK	499.95						32 1/2	51 1/2	15 1/2	Light & Dark Walnut	Oiled & Hi-Lustre		2 Drop Front Doors	
Concerto 5296WK	599.95						32	55 1/8	16 1/2	Same	Oiled & Hi-Lustre		Half Lid Half Hide-Away Top	
Empress II	629.95						33	52 1/2	17 1/2	Cherry	Dull	French Provincial	2 Hinge Doors	
Hymnus	639.95						30 1/4	50	17 1/4	Dark Walnut	Hi-Lustre	Contemporary	3 Side Doors	
*Table Model														
<b>TRAVLER -- Travler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.</b>														
1120	99.95	Aut	4	X	X	X-Orig.	28	21 1/2	15 1/2	Mahogany Veneer	Mahogany Blond Or Walnut	Contemporary	1 Hinge Lift Lid	D
1130	119.95	Aut	4	X	X	X-Orig.	28	24	16 5/8	Mahogany Veneer	Mahogany Blond Or Walnut	Contemporary	1 Hinge Lift Lid	D

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in in.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS
Saph/ Saph	Mag	NI	6	Side	2	6	R	Tone, Balance, Loudness					
			6	Side		6		Tone, Balance, Loudness, Function	AM Orig.				
			12	Side		6		Balance, Loudness, Bass, Treble, Function	AM/FM Stereo Orig.				
			10	Front		8		Treble, Bass, Balance, Loudness					
			10		4	2-8 2-3 1/2		Tone, Loudness, Function, Balance	AM Orig.				
			12					Loudness, Bass, Treble, Function, Balance	AM/FM Stereo				
Diam/ Saph	Ceram							Treble, Bass, Balance, Loudness					
								Same					
								Loudness, Bass, Treble, Function, Balance	AM/FM Stereo Orig.				
								Same	Same				
			20		6	2-10 2-5 2-3 1/2		Treble, Bass, Balance, Loudness		X	X		
								Same					
								Balance, Bass, Treble, Loudness, Function	AM/FM Stereo Orig.				
								Same	Same				
NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI	NI
Saph/ Saph	NI	NI	NI	NI	Front	2	6	R	Individual, Stereo Volume Controls, Tone Control				
Saph/ Saph	NI	NI	NI	NI	Front	2	6	R	Function Individual, Stereo Volume Controls Tone Control	AM Orig.			

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## Specifications For 1962 Phonos-Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY				SINGLE OR DUAL STYLUS	
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (In. ins.)	WIDTH (In. ins.)	DEPTH (In. ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID	
<b>UROPA -- Uropa International Inc., 16 West 32nd St., N.Y.</b>														
Dolores	\$249.95	Aut	4	X	X-Opt.	34	32 1/2	13 1/2	Walnut Hardwood	Dark & Light* Walnut	Contemporary	1 Hinged Door	D	
Bar II	349.95					30	39 1/2	16 1/2		Dark Walnut	Conservative Styling	1 Wood Sliding Door		
Dana Deluxe	399.95					30	41	15		Dark & Light Walnut	Modern	1 Drop Door Single Door Wood		
Tango	419.95					34 1/4	41 1/4	13 3/4		Same	Contemporary	2 Wood Folding Doors		
Bar IV	499.95					35	47	17 1/2		Dark Walnut	Modern	2 Sliding Panel Doors		
		↓	↓	↓	↓	↓						2 Swing-Out Doors With Locks		

\* All Models Have Polished Finish

### THE VOICE OF MUSIC -- V-M Corporation, 305 Territorial Rd., Benton Harbor, Michigan

1001-2	1125.00	Aut	4	X	X	X-Orig.	32	64	20 1/2	Walnut	Lacquer	Modern	1 Hinged Lid	D
1002-2	1125.00						33	67	22 5/8	Mahogany		Provincial		
817	375.00						33	48 1/4	17 3/8	Mahogany		American Traditional		
816	350.00						32	50 1/2	18	Walnut		Danish Contemporary		
812	299.95						31 1/2	46 1/2	16 3/4	Blonde Or Walnut		Contemporary		
818	279.95						30	44	16 1/2	Walnut		Contemporary		
815-2	279.95						30	42 1/2	16 1/4	Cherry		American Traditional		
809	229.95						30	40	15 1/2	Mahogany		Contemporary		
803	199.95						28 1/2	38	15 1/2	Mahogany				
806	159.95						26	32 3/8	15	Walnut				
804	129.95					X-Opt	24	28 1/2	15	Cherry Or Mahogany				
		↓	↓	↓	↓	↓								

### WEBCOR -- Webcor, Inc., 5610 W. Bloomingdale, Chicago 39, Ill.

1274	149.95	Aut	4	X	X	X-Orig.	31	36 1/2	16	Veneer	Walnut Mahogany	Contemporary	Hinge Door	D
1275	209.95						32 3/4	36	17 1/8		Blonde Walnut Mahogany	Contemporary	Lift Lid	
1060	209.95						32	42	16 3/4		Same	Contemporary		
1068-41	349.95						30 1/4	43 3/4	16 3/4		Walnut	Italian Provincial		
1068-21	349.95						29	43 1/2	17		Fruitwood	Early American		
1068-31	359.95						31	42	17 1/2	↓	Natural Walnut	Danish Modern		
1068-51	389.95						28 3/4	45	17 1/4	Hardwood	Cherry	American Traditional		
3291	950.00						32	55	19 1/2	Hardwood	Walnut	Danish Modern		
		↓	↓	↓	↓	↓								

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE	
SAPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS
Saph/ Saph	Ceram	16	32	Front	4	2-8 1/2x6 2-3	O R	Bass, Treble, Stereo Balance, Magic Tuning Eye, Push Button Controls	AM/FM/SW	X	X-Opt.	2-Input	
				Side	4	Same							Mirrored Bar Section
				Front	6	4-8 1/2x6 2-3				X			
				Front	6	Same				X			
				Front	6	Same				X			Large Mirrored Bar Area
Saph/ Diam	Ceram	NI	60 (30 Ea. Chan)	Front	4	2-12 2-4	R	Bass, Treble Balance, Function Loudness	AM/FM/AFC- Orig (Stereo)	X	X	2-Input	Tape Recorder, Auto. Clock Timer
			60 (30 Ea. Chan)			2-12 2-4			Same			2-Input	Same
			40 (20 Ea. Chan)			2-12 2-3			Drop-In AM/FM Stereo-Opt			4-Input 2-Output	
			40 (20 Ea. Chan)			2-12 2-3			Same				
			40 (20 Ea. Chan)			2-12 2-3 1/2							
			20 (10 Ea. Chan)			2-12 2-3			Drop-In AM/FM Stereo-Opt				
			40 (20 Ea. Chan)			2-12 2-3 1/2							
			20 (10 Ea. Chan)			2-10 2-3							
Saph/ Saph			20 (10 Ea. Chan)			2-8 2-3							
Saph/ Diam			16 (8 Ea. Chan)		2	8		Balance, Bass Treble, Loudness					
Saph/ Saph			6 (3 Ea. Chan)		2	6		Same					
Saph/ Saph	Ceram	4	8	Front	3	1-6 2-5	R	Treble, Bass	AM/FM Opt.	X			
Saph/ Saph		7	14		3	1-6x9 2-5	O R	Treble, Bass, Selector		X			Bass Frequency Distribution
Diam/ Saph		15	30		5	1-10 2-6 2-4	R			X	X	1-Input 2-Output	
		15	30										
		15	30										
		15	30										
		30	60			1-15 2-6 2-4		Balance, Recording Level, Master Selector, Treble, Bass	AM/FM Orig.	X			

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos-Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY					
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	MATERIAL	FINISH	STYLE	DOORS OR LID	SINGLE OR DUAL STYLUS
<b>WESTINGHOUSE</b> -- Westinghouse Electric Corp., Television-Radio Division-Metuchen, N.J.														
F1010	\$169.95	Aut	4	X	X	X-Orig.	26	32 7/8	18 1/8	Veneers	Walnut	American Contemporary	Lift Lid	D
F1012	179.95						26	32 7/8	18 1/8		Limed Oak			
F1050	209.95						29 1/2	32 5/8	18 1/8		Walnut	**		
F1052	219.95						29 1/2	32 5/8	18 1/8		Limed Oak	**		
F1120	259.95						30 3/4	38 1/4	18 3/8	Hardwood	Walnut			
M1700	209.95						26 3/4	36 1/4	18 5/8	Veneers & Selected Solids	Oiled Walnut		2 Slide Lids	
M1702	219.95						26 3/4	36 1/4	18 5/8	Same	Blonde Oak		Same	
M1800	259.95						29	39 1/8	18 5/16	Same	Oiled Walnut		Same	
M1310	319.95						31	38 1/2	18 1/2	Veneers	Walnut		Lift Lid	
M1312	329.95						31	38 1/2	18 1/2	Veneers	Limed Oak		Lift Lid	
M1900	329.95						31 5/8	52 3/4	19 3/4	Veneers & Selected Solids	Oiled Walnut		2 Slide Lids	
M1410	369.95									Same	Oiled Walnut		NI	
M1420*	399.95						31	43	18 1/8	Same	Oiled Walnut		Lift Lid	
M1510	525.00						31	53 5/8	18	Hardwood	Walnut			
M1600	800.00						31	68	17 5/8	Hardwood	Walnut			
M1604	800.00						31	52	17 5/8	Veneers	Walnut	Far East Contemporary		
F1601	159.95						26	32 7/8	18 1/8	Veneers	Mahogany	Custom Traditional		
F1051	199.95						26 1/2	32	17 3/4	Veneers				
F1121	249.95						27 1/2	38 1/4	18 3/8	Veneers & Solids				
M1701	199.95						26 3/4	36 1/4	18 5/8	Veneers & Selected Solids			2 Slide Lids	
M1801	249.95						29	39 1/8	18 5/16	Same			Same	
M1311	299.95						28 3/4	38	18 1/4	Veneers			Lift Lid	
M1901	319.95						33	53 3/4	19	Veneers & Selected Solids	Cherry		2 Slide Lids	
M1411	359.95									NI	NI		NI	
M1421*	389.95						30	42	18 3/8	Veneers & Selected Solids	Cherry		Lift Lid	
M1511	550.00						31	50 3/4	17 3/4	Solid	Mahogany			
M1601	800.00						36	63 3/8	18 1/2	Solid	Mahogany			
M1412	369.95									NI	NI	Imperial Provincial		
M1422*	409.95						31	42	18 3/4	Veneers & Selected Solids	Cherry			
M1512	575.00						32	47 1/2	19 1/4	Hardwood	Cherry			
M1602	800.00						32 1/2	56	18 1/2	Hardwood	Cherry			
F1013	179.95						26	32 7/8	18 1/8	Veneers	Maple	Early American		
F1053	219.95						26 1/2	32	17 3/4	Solid				
F1123	269.95						27 1/2	38 1/4	18 3/8	Solid				
M1703	219.95						26 3/4	36 1/4	18 5/8	Veneers & Solids			2 Slide Lids	
M1803	269.95						30 5/8	39 1/8	18 5/16	Veneers & Solids			Same	

\* With Multiplex

\*\* Also In Danish Modern

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSICPOWER (In watts)	PEAK POWER (In watts)	LOCATION	NUMBER	SIZE (In ins.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS
Saph/ Saph	Ceram	NI	NI	Side	4	4, 6	R	Bass, Treble, Loudness, Balance				1-Output	
				Side	4	4, 6							
				Front	6	4, 5, 8							
					6	4, 5, 8							
					5	4 6 12		Bass, Treble, Loudness, Balance, Function		X		2-Input 2-Output	
					4	4 8			AM/FM/AFC				FM Stereo Opt
					4	4, 8							Same
					5	4, 6, 12				X			Same
					4	4 8					X	1-Output 2-Input	
					4	4 8					X	1-Output 2-Input	
					5	4, 6, 12				X			FM Stereo Opt
					6	4, 5 12					X	2-Output 2-Input	
					5	4, 6, 12						2-Input	FM Stereo
					5	4, 7 15						2-Output 2-Input	FM Stereo Opt
					6	2H*, 7, 12						X-Orig. Same	Same
					6	2H*, 7, 12						X-Orig. Same	Same
				Side	4	4 6		Bass, Treble, Loudness, Balance				1-Output	
				Front	6	4, 5, 8		Same				1-Output	
					5	4 6 12		Bass, Treble, Loudness, Balance, Function		X		2-Output 2-Input	
					4	4 8			AM/FM/AFC				FM Stereo Opt
					5	4, 6, 12				X			FM Stereo Opt
					4	4 8					X	1-Output 2-Input	
					5	4, 6, 12						2-Output 2-Input	FM Stereo Opt
					6	4, 5 12						2-Input	FM Stereo
					5	4, 6, 12						2-Output 2-Input	FM Stereo
					5	4, 7 15						2-Output 2-Input	FM Stereo Opt
					6	2H*, 7, 12						X-Orig. Same	Same
					6	4, 5, 12						Same	
					5	4 5 12						2-Input	FM Stereo
					5	4, 7, 15						2-Output 2-Input	FM Stereo Opt
				Side	6	2H*, 7, 12		Bass, Treble Loudness, Balance				X-Orig. Same	Same
				Front	4	4		Same				1-Output	
					6	6		Same				1-Output	
					5	4, 6, 12		Same		X		2-Input	
					4	4 8		Bass, Treble, Loudness, Balance, Function	AM/FM/AFC				FM Stereo Opt
					5	4, 6, 12				X			FM Stereo Opt

\*HF\Horns

AN EM WEEK EXCLUSIVE:

## Specifications For 1962 Phonos-Consoles

IDENTIFICATION		CHANGER				OVER-ALL DIMENSIONS			CABINETRY					
MODEL NUMBER	MANUFACTURER'S SUGGESTED RETAIL PRICE	MANUAL OR AUTOMATIC	NUMBER OF SPEEDS	AUTOMATIC MIXING	AUTOMATIC SHUTOFF	45 RPM SPINDLE	HEIGHT (in in.)	WIDTH (in in.)	DEPTH (in in.)	MATERIAL	FINISH	STYLE	DOORS OR LID	SINGLE OR DUAL STYLUS
<b>WESTINGHOUSE -- (Continued)</b>														
M1313	\$329.95	Aut	4	X	X	X-Orig	28 3/4	38	18 1/4	Solid	Maple	Early American*	Lift Lid	D
M1903	339.95						29 1/8	52	19 1/4	Veneers & Solids			2 Slide Lids	
M1413	369.95						30	42	18 3/4	Solid			Lift Lid	
M1423*	409.95						30	42	18 3/8	Veneers & Solids				
M1513	575.00						31 1/2	47	18 5/8	Solid	Cherry			
M1603	800.00						32	54	18 1/2	Solid	Cherry			
*With Multiplex														
<b>ZENITH -- Zenith Sales Corporation, 6001 W. Dickens, Chicago 39, Illinois</b>														
SFH2500T*	179.95	Aut	4	X	X	X-Orig	30	36	16 3/8	Veneers & Hardwood Solids	Walnut, Mahogany, Blond Oak	Scand. Modern	1 Top Lift Lid	D
	179.95													
	189.95													
MH2600*	299.95						30	36	16 3/8		Same	Same		
	299.95													
	309.95													
SFH2502T*	199.95						29 3/8	36 7/8	17 11/16		Mahogany & Maple	Early American		
	209.95													
MH2602*	319.95						29 3/8	36 7/8	17 11/16		Same	Early American		
	329.95													
SFH2503T*	229.95						31	38	18 3/8		Walnut & Black Oak	Danish Modern		
	239.95													
MH2603*	350.00						31	38	18 3/8		Same	Danish Modern		
	360.00													
SFH2504T*	275.00						31	37 1/4	17 1/2		Mahogany & Maple	American Provincial		
	285.00													
MH2604*	399.95						31	37 1/4	17 1/2		Same	American Provincial		
	409.95													
SFH2505T**	360.00					X-Orig Built-In	31	44	17		Walnut, Mahogany, Blonde Oak	Contemporary	2/3 Top Lift Lid	
	360.00													
	370.00													
MH2605**	475.00						31	44	17		Same	Contemporary	2 / 3 Top Lift Lid	
	475.00													
	485.00													
MH2607**	None						31	41 7/8	18 1/8	Veneers & Wood Solids	Maple	Early American	3/4 Lift Lid	
SFH2515T**	450.00						31 1/2	44 1/4	17 9/16		Walnut, Blonde Oak	Danish Modern	3 / 4 Top Lift Lid	
	450.00													
MH2615**	575.00						31 1/2	44 1/4	17 9/16		Same	Danish Modern	3 / 4 Top Lift Lid	
	575.00													
MH2635**	575.00						32	44 3/4	20		Mahogany & Maple	American Provincial	2 / 3 Lift Lid	
	575.00													
MH2670**	775.00						32	53 3/8	20 1/4		Walnut, Blonde Oak	Danish Modern	2 / 3 Top Lift Lid	
	775.00													
MH2675**	825.00						32	50 7/8	20 3/8		Cherry (Fruitwood)	Italian Provincial	Same	
	875.00						32	51 7/8	20 1/8		Cherry (Fruitwood)	French Provincial	Same	
MH2786*	625.00			X		X-Orig	32	58 1/2	17 15/16	Plywood Grained	Walnut, Mahogany, Blonde Oak, Maple	Contemporary	Lift Lids	
	625.00						35							
	650.00													
	650.00													
MH2787*	700.00			X			32	60 3/4	18 7/16	Veneers & Wood Solids	Walnut	Danish Modern		
MH2789*	750.00			X			31	60 1/4	18 1/4	Same	Mahogany & Maple	American Provincial		
	750.00													
MH3388**	895.00						34	64	17 7/8	Same	Walnut	Danish Modern		

\*Cobra-Matic Record Changer

\*\*"Stereo Professional" Recrod Changer

PICKUP		POWER OUTPUT		SPEAKERS			CONTROLS		FEATURES			OTHER SPECIAL FEATURE	
SAPPHIRE OR DIAMOND STYLUS	TYPE OF CARTRIDGE	EIA STANDARD MUSIC POWER (in watts)	PEAK POWER (in watts)	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	NUMBER AND TYPE	TYPE OF RADIO TUNER	RECORD STORAGE SPACE	SET-ON PILOT LIGHT	REVERB	AUX. JACKS
Saph/ Saph	Ceram	NI	NI	Front	4	4 8	R	Bass, Treble, Loudness, Balance	AM/FM/AFC		X	1-Output 2-Input	
Diam/ Saph					5	4,6, 12		Function		X			FM Stereo Opt
					6	4,5, 12						2-Output 2-Input	
					5	4,5, 12						2-Input	FM Stereo
					5	4,7, 15						2-Output 2-Input	FM Stereo Opt
					6	2H*, ** 7, 12					X-Orig.	Same	FM Stereo Opt
*HF Horns													
Saph/ Saph Diam*	Ceram	4	12	Front	4	2-9x6 2-3 1/2	O R	Loudness, Balance, Tone	AM-Stereo FM-Opt	X			
		4	12			Same		Loudness, Balance, Tone	AM-Stereo FM-Orig				
		8.5	24			2-10 2-4	R R	Loudness, Balance, Bass, Treble	AM-Stereo FM Or AM/ FM-Opt	X	X-Opt		
		8.5	24			Same			AM-Stereo FM-Orig				
Saph. Diam		8.5	24			2-10 2-6x4	R O		AM-Stereo FM Or AM/ FM-Opt	X			Radial Remote Speakers*
		8.5	24			Same			AM-Stereo FM-Orig.				
		10	24			2-12 2-5	R		AM-Stereo FM Or AM/ FM-Opt	X			
		10	24			Same			AM-Stereo FM-Orig.				
		10	24		6	2-12 2-5 2-4			AM-Stereo FM Or AM/ FM-Opt	X			
		10	24			Same			AM-Stereo FM-Orig.				
		10	24			2-3 1/2 2-5 2-12			AM-Stereo FM-Orig.	X			Casters, Radial Remote Speakers*
		40	84			2-3 1/2 2-5 1/4 2-12		Sound Dimension, Loudness, Balance, Reverb, Bass, Pre- sence, Treble	AM/Stereo FM Or AM/ FM-Opt	X-Orig	2-Input 2-Output		Compartment Light, Radial Remote Speakers*
		40	84			Same			AM-Stereo FM-Orig.	X-Orig	Same		Same
		10	24			2-3 1/2 2-5 2-12		Loudness, Balance Bass, Treble Presence		X	X-Opt		Casters, Radial Remote Speakers*
		40	84			2-12, 2- Exp Horns 2-3 1/2				X	X-Orig	2 Input 2-Output	Compartment Light, Radial Remote Speakers*
		40	84			Same				X	X-Orig	Same	Same
		40	84			Same				X	X-Orig	Same	Same
		8.5	24		4	2-3 1/2 2-10		Loudness, Balance, Bass, Treble,			X-Opt		TV-Stereo, Comb, Radial Remote Speakers*
		20	40			Same							Same
		20	40			2-5 1/4 2-12							TV-Stereo, Comb. & Casters, Radial Remote Speakers*
		20	40			Same							TV-Stereo, Comb. W/Space Command, ** Radial Remote Speakers*

\*At Extra Cost

\*\*Trademark

AN EM WEEK EXCLUSIVE:  
**Specifications For 1962 Phonos**

# What You Need To Know To Rack Up Big Profits In Retailing Phonographs

The phonograph business has turned into a 4.5 million unit a year industry worth over \$685 million a year in retail sales. And this doesn't even include business racked up by hi-fi components.

**As the business shapes up today**, sales break down roughly between 3.0 million portables and 1.5 million consoles. Stereo has swept through virtually the entire mix, accounting right now for approximately 75% of all phonograph sales. As a matter of fact, monaural sound is for all practical purposes confined to low-end portables and the children's market (where \$49.95 suggested list price happens to be a particularly popular area).

More and more the phonograph business is concentrated in the fourth quarter, with peak sales coming later and later in the year.

Just one example will illustrate this late peaking business. The industry now figures that 30% of all portable phonograph business at retail is done in the final six weeks of the year, or about 20% in the final month when Christmas gift buying hits its height.

To give you a better view of this vital fourth quarter picture, EM WEEK has assembled these spec sheets on the industry's portable and console phonograph lines along with some vital tips on selling and trends to watch.

## Demonstrations Are Vital

One of the most important things to remember when selling phonographs is the need to demonstrate. This seems obvious, but industry sales executives are still convinced that dealers aren't taking the proper time to let the customer hear the product.

Let the phonograph speak for itself in the proper surroundings; closing the sale is going to be a lot easier.

## Get A Record Library

Don't be a Johnny One Note with a single demonstration record you use on all the phonographs in the store.

Not every customer is going to have the same taste in music, so have several demonstration records reflecting various tastes and moods available in your library.

Then qualify the customer before putting on a record. Ask him what he would like to hear. Don't play rock 'n roll for the customer who's looking for a unit which can give him magnificent reproduction of music by Johann Sebastian Bach. Obviously, you'll be setting the wrong mood. Show the customer what the unit can do for his music.

## Trends To Watch

After some floundering in the search for a mass market formula, the industry has committed itself firmly to the single piece stereo package. Last year, multi-piece stereo units began drying up rapidly; the trend has continued this year.

The industry now looks for volume in the \$150 to \$300 price bracket. Many console lines, starting with suggested lists of \$149.95 and \$159.95, reflect this trend. Of course, you'll find some lines with lower priced leaders.

Concentration on the \$150-\$300 bracket has led

to some thinning out of higher priced models in some lines.

Combinations—console phonographs with radio tuners—became very important last year and will take an even greater share of sales before 1961 is over. Of approximately 1.6 million consoles sold in 1960, about 700,000 came equipped with tuners. Last year, combinations accounted for 11.5% of the first half stereo mix; this year combos zoomed to 22.6% of the total mix.

The booming FM market, which got another boost when the Federal Communications Commission approved a standard for multiplexing, is at the root of the expanding combination business.

The influence of FM stereo, or multiplexing, is expected to hit first in consoles. The industry is approaching FM stereo in two ways: (1) an adapter is being produced which can be plugged into the combination and provide FM stereo reception, or (2) a complete AM-FM stereo tuner is being factory installed.

Through the Electronic Industries Assn., manufacturers have decided to plug multiplexing as "FM stereo" and turned out a booklet explaining how it operates.

## How EIA Defines FM Stereo

Here's a sample from the EIA booklet defining FM Stereo:

"Multiplexing begins with the transmission of two channels on a single FM radio carrier wave at the same time. Two microphones are set up to pick up the sound, which is then fed by separate channels (lines or microwave relays) to the FM station transmitter.

"At the transmitter, the left-hand and right-hand signals are developed and pre-emphasized separately. They are then fed into a "matrix" in which the sum (left plus right) and the difference (left minus right) are produced. The left-plus-right portion is fed directly to the FM modulator, producing the whole signal.

"The left-minus-right signal is fed into a different kind of modulator which produces 'side bands,' generated on both sides of the FM carrier wave. This, in effect, produces two different signals on a single channel.

"Received separately by the listener's set, these two different signals from the left-hand and right-hand microphones are separated, put through a dual amplifier and fed into separate speakers for reconversion into sound.

"The result is as close to actual sound as broadcasting can be—with all the depth and breadth separation possible."

## Important Features

You'll find plenty of emphasis on fine furniture again this year. The industry also is pitching deluxe changers and turntables; light tracking tone arms are getting a play.

Wattage claims have been toned down by many in the 1962 model lineup, but you'll find more emphasis on speakers—both in number and size.

Satellite speakers for consoles are still around; so is reverberation and three-channel reproduction, but the sell in most cases is not strong.

In portables, bat wing speakers remain strong. More suitcase speakers are appearing and tuners are getting some play. More transistorized portables—principally from Japan—are showing up.

# SUDDENLY

every FM owner  
in your area  
becomes a  
prospect for  
**STEREO FM  
RADIO!**



# ZENITH ANNOUNCES FM RADIO AND STEREO



Zenith FM Radio and  
Stereo FM Multiplexer  
MODEL MH910...\$99.95\*

The FCC standards for Stereo FM Broadcasting were based on the system proposed, developed and perfected in on-the-air testing by Zenith!

The work done by Zenith in contributing to the development of national Stereo FM standards gave Zenith researchers and engineers first-hand experience in designing Stereo FM receivers. The revolutionary new Zenith Stereo FM Multiplexer is just one of many ways in which Zenith is helping you take advantage of the whole new horizon of sales opportunities opened up by Stereo FM Broadcasting.

## ALL NEW ZENITH STEREO FM CONTROL PANEL



*Stereo indicator light* helps locate stereo broadcasts fast. Automatically turns on when the radio is tuned to a station broadcasting Stereo FM.

*Channel selector switch* lets customers select the correct channel—right or left—for the best stereo listening. Monaural switch position also provided.

*AFC switch* enables customers to turn off the automatic frequency control circuit when tuning in weaker stations to prevent interference from stronger stations.

Another example of **Zenith Leadership In Action!**  
See it at your Zenith Distributor's now!

# THE WORLD'S FIRST FM MULTIPLEXER...

...EXCLUSIVELY DESIGNED TO BE USED WITH ANY  
FM RADIO TO RECEIVE STEREO FM BROADCASTS—  
NO ADAPTERS OR CONVERSION KITS NEEDED!

No cords between sets!  
No extra accessories!  
Everything is built right in!  
Can be used in any room  
in the home—positioning  
for proper separation is  
not limited by cords or  
connections between sets!



It operates by itself as a  
Zenith Quality FM radio!

Gives *full* Zenith quality FM performance with all the features customers want most. Zenith super-sensitive FM reception. Precision vernier tuning. Automatic "bass boost" circuit. Automatic volume control. Broad range tone control. Line cord FM antenna with a connection in back for an external antenna. Easy-to-read slide-rule dial scale. Covers the entire FM band—88 to 108 Mcs.



It operates with any other  
FM radio to receive  
STEREO FM BROADCASTS!

Lets your customers enjoy the deep beauty of Stereo FM Broadcasts when used with *any* FM radio—table model or console. They simply place it to the right or left of their present set and tune both radios to the same Stereo FM station. Automatically makes every FM owner in stereo markets a prospect—and only Zenith has it.

Another first from the pioneer and world leader in FM Radio!

Built-in phasing switch matches  
speaker of other radio!

Customers can switch Multiplexer speaker to phase with speaker system of their present FM receiver. Speakers work together to give best stereo effect.

Automatic frequency control  
assures drift-free reception!

Locks stations in place to eliminate need for retuning. Crystal clear FM reception provided by superior Zenith sensitivity and stability.

Big 4 x 6 Zenith quality speaker  
gives rich, clear tone at all levels!

Large oval speaker with heavy Alnico 5 magnet assures the finest in radio tone quality—exceptional tone sensitivity at various volume levels.

**ZENITH**  
ZENITH RADIO CORPORATION,  
CHICAGO 39, ILLINOIS. IN CANADA:  
ZENITH RADIO CORPORATION OF CANADA  
LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radioelectronics exclusively.  
\*Manufacturer's suggested retail price  
Prices and specifications subject to change without notice.

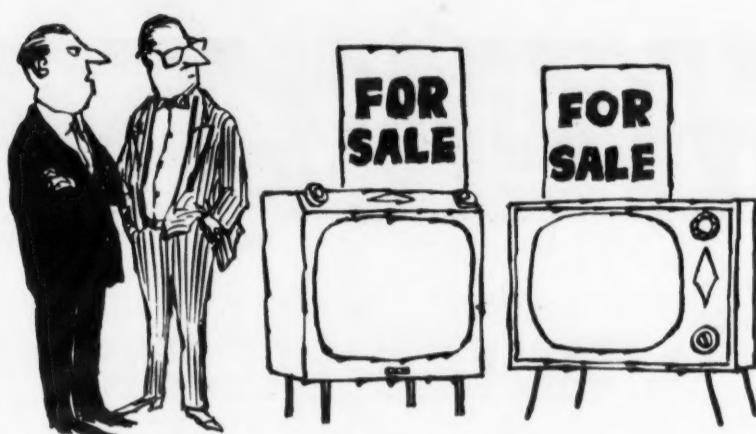
# ZENITH

*The quality goes in  
before the name goes on*

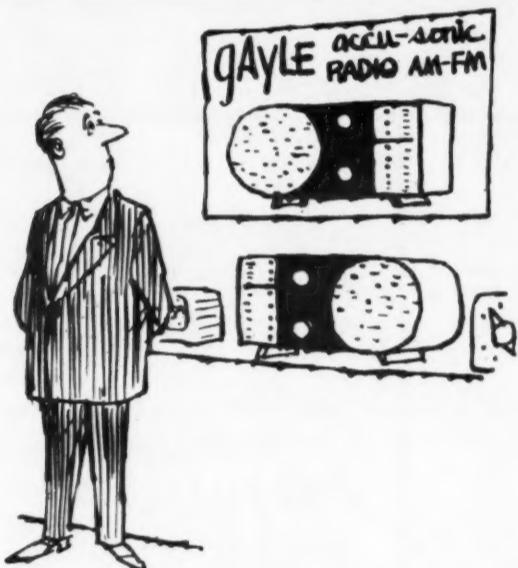
# Rodrigues LOOKS AT THE ADVERTISING SUPPORT



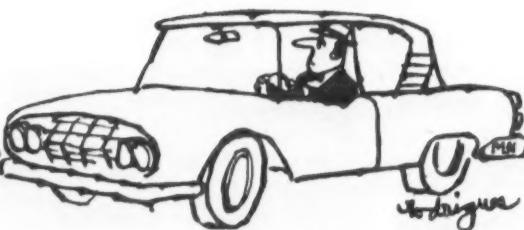
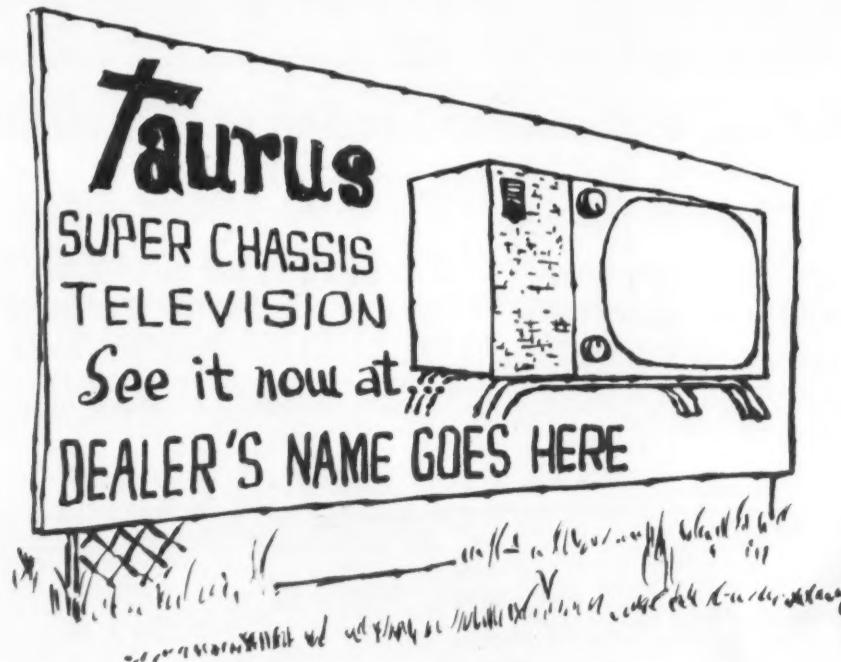
*"In about a month you'll get some terrific national advertising, we're being sued for infringing on existing patents."*



*"Since they got that \$800,000,000 missile research and development contract they've gotten sloppy with their point of sale material . . ."*



*"You say this is already in the works for the fall campaign . . ."*



# new products

## ADMIRAL TV SETS Include Three 27" Models

Three wide-angle 27-in. sets with optic filter-safety glass sealed to the front of tube and 2 wide-angle 23-in. sets, including a stereo theatre with phono and AM-FM radio, are announced by Admiral.

The new tube in the 27-in. sets provides a nearly rectangular picture, shaped the same as the newest 23- and 19-in. models and provides a 400 sq. in. picture. It features an automatic electronic focus control to assure sharpness over the entire screen; an automatic Picture Guard circuit with Admiral's triple-triode compactron tube for improved picture quality and elimination of electrical interference.

The new 27-in. sets are offered in lowboy console styling. They have a push-pull on-off control, automatic pre-set fine tuning, tone control, lighted channel indicator and full fidelity 6-in. speaker with automatic bass boost.

**L2711,2,3** is offered in a choice of walnut, mahogany or blonde oak grained finishes.

**L2721**, deluxe mastercrafted Danish Modern lowboy styling with walnut veneers and hardwood solids.

**L2739**, in deluxe mastercrafted Early American lowboy with cherrywood veneers.

**CG300**, 23-in. series is offered in a choice of walnut, mahogany or blonde oak. This upright contemporary con-

sole features the Picture Guard circuit with triple-triode compactron tube, automatic contrast restoration, new type perma-sealed tuner, automatic electron focus control for overall sharpness.

The STF350 series combines an Admiral-built stereo 4-speed record changer with a 23-in. TV and AM-FM tuner. It has 4 matched stereo speakers, (two 6-in. woofers and two 5x3-in. tweeters) with electrical crossover; stereo amplifiers give up to 16w output. The drift-free FM tuner features AFC; broad-band IF ratio detector system for locking in stations and rejecting noise, and lighted slide-rule tuning dial. A jewel light indicates when the radio is on.

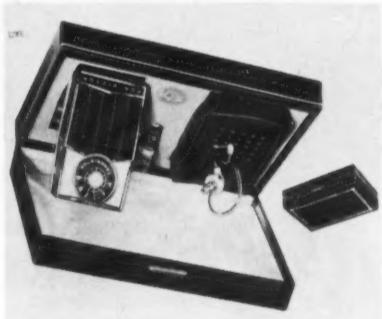
Also, Admiral's transistorized FM-Stereo Multiplexer is available as an optional accessory to provide FM-Stereo reception where stations are broadcasting in this new dimension. The stereo theatre also is available without the AM-FM radio in the ST-300 series. Both 23-in. TV models have a 20,000v transformer-powered chassis; push-pull on-off control; manual fine tuning; removable optic filters. They are also available with special UHF tuner.

**Prices**, 27-in. TV sets, "open"; STF351 series, \$399.95; \$409.95 and \$419.95 depending on finish. *Admiral Corp., 3800 Cortland St., Chicago 47.*



Admiral 27-in. Early American TV

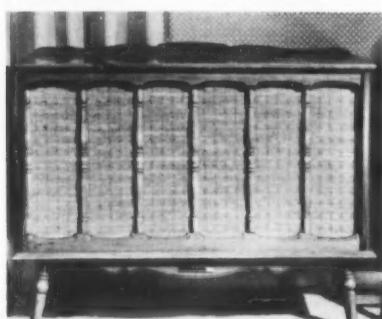
## RCA VICTOR Adds Portable Radios And Stereos



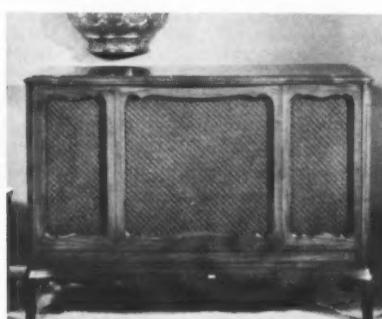
RCA Victor 1RJ1



Seasider 1RG4



Mark III



Mark VII

Three transistor radios and 5 "Total Sound" phonos have been added to the 1961-1962 RCA Victor lines.

Three of the stereo models have FM stereo radio built into the tuner. The other 2 stereo sets provide a jack for optional RCA Victor FM-stereo radio adapter.

New transistor portable radios offer a departure in styling with a brushed aluminum finish.

**Gift Pocket Personal No. 1RJ1** consists of a shirtpocket-size transistor radio, earphone, battery and genuine leather case.

**Beachmate 1RG3**, a 6-transistor radio with easel stand comes in black and gray, red and white or espresso and white, and offers slim, square styling and measures 6-7/16 high, 3-5/8 in. wide and 1-1/2 in. deep.

**Seasider 1RG4** contains 6 transistors including 3 improved RCA transistors. This one doubles as a table set and is 4-1/4 in. high, 6-3/4 in. wide and 1-9/16 in. deep. All 3 radios have "High T" circuit that is said to give full radio enjoyment longer without distortion as batteries grow older.

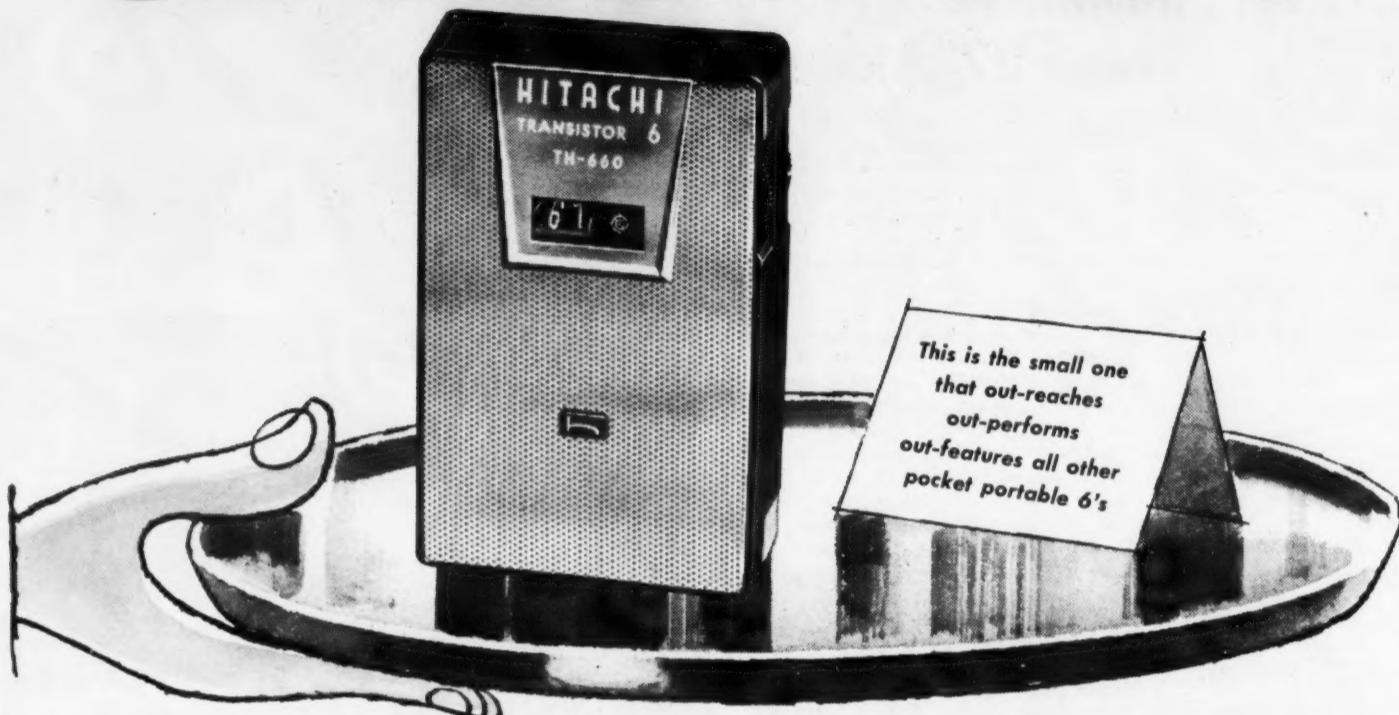
**Five new stereo "Victrola" phonos** include 3 which contain the FM-stereo radio feature built into the tuner. These are the Mark VII, Mark VIII, and Mark IX. Provision for the op-

tional RCA Victor FM-stereo radio adapter is found in the Mark IV and Mark III. New additions contain a 6-speaker sound system, including two 12-in. speakers for bass and mid-range frequencies and four 3-1/2-in. tweeters. Dual stereo amplifier system offers 24w music power in the Mark VII, VIII, and IX, and 58w in the Mark III and IV.

"Floating Action" mechanism is a feature of the 4-speed record player, protecting records and styli from shock and vibration. Convenient push-pull on-off and loudness controls are featured along with "Living Stereo" pickup. Mark VII, styled in Early American, is available in matched Maple veneers and selected hardwoods. Mark VIII is Danish Modern design in walnut veneers and selected hardwoods and Mark IX is Contemporary-styled in mahogany or walnut veneers and selected hardwoods. The Mark III, French Provincial styling, is antiqued cherry or light cherry veneers and selected hardwoods; and Mark IV is a contemporary styled cabinet in walnut, oak or mahogany veneers and selected hardwoods.

**Prices**: Radios: 1RJ1 \$29.95; 1RG3 \$29.95; 1RG4 \$32.95; Stereo Victrolas: \$399.95 and \$499.95. *RCA Victor Div., Radio Corp. of America, Indianapolis, Ind.*

# HITACHI CALLING!

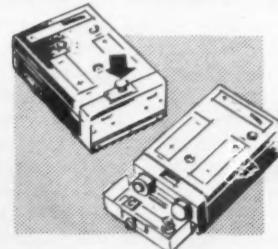


## HITACHI TH-660 6-TRANSISTOR extra-pocketable portable radio with the exclusive "Quick-Action" Battery Release and featuring the new "SHOWCASE" Personal Gift Presentation Case

To help you *show and sell*—another Hitachi extra you can offer customers at no extra cost. This beautifully fashioned, clear-vision case of durable, transparent plastic. Designed as the perfect "jeweler's" setting for the newest Hitachi pocket portable masterpiece. Gives customers an unobstructed view of the radio complete with accessories... An eye-stopping display on your counter or in your window.

The new "SHOWCASE" Gift Presentation Case is almost a gift itself! Ideal as a jewelry case, chest for cosmetics or fashion-accessories, as an attractive sewing kit, or for dozens of other at-home or travel uses.

Unique, too, is the radio's startling power, sensitivity, and distance-getting reach-out reception of distant stations. Unbelievable output—100MW: Undistorted, 150MW: Maximum. Yet this set is so small in size it almost gets *lost* in a shirt pocket! Just  $2\frac{1}{2}$ " x  $3\frac{1}{16}$ " x  $1\frac{1}{8}$ ", it incorporates 6 transistors, 2 diodes plus thermistor; dynamic  $2\frac{1}{2}$ " speaker; magnifier tuning dial; self-contained ferrite core antenna; tuning range 535—1605 kc. Tastefully styled, high-impact plastic cabinet in choice of Red or Black, with smart gold-tone grille.



### FEATURES EXCLUSIVE "QUICK-ACTION" BATTERY RELEASE

How's this for Hitachi convenience? Just turn button release and the bottom trips open for "split-second" battery changing. Never any need to remove back of cabinet. The TH-660's inexpensive penlite batteries simply drop into palm, are replaced as easily. A unique sales feature!



### HITACHI TH-660

with "SHOWCASE" Personal Gift Presentation Case... complete with 2 luxurious glove-leather carrying cases... 2 standard penlite batteries... personal earphone. Suggested retail price assures full profit for you, sales action, too!

**\$24.95**  
complete

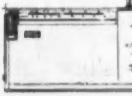
• Hitachi 6, 7, and 8-transistor radio portables in AM and SW/AM combinations... from \$24.95 to \$79.95.



HITACHI TH-759 7-Transistor Portable Radio \$39.95



HITACHI TH-862R 8-Transistor Pocket Portable Radio \$39.95



HITACHI WH-829 2-Band Short Wave/AM 8-Transistor Portable Radio \$59.95



HITACHI WH-817 3-Band Short Wave/AM 8-Transistor Portable Radio \$79.95



QUALITY is a seven-letter word and so is **HITACHI**

For the name of your nearest Hitachi Distributor, write:

**THE SAMPSON COMPANY** (Established 1921) ELECTRONICS DIVISION, 2244 SOUTH WESTERN AVENUE, CHICAGO 8, ILLINOIS

## new products

CONTINUED



Gibson Suburban Series

### GIBSON 1962 Air Conditioners

Gibson's 1962 air conditioner line consists of 5 series:

**A Series** consists of 3 models, 1 hp each, with 8100 Btu capacity in 115, 230 and 208v (A281-1K, A281-2 and A281-8). Features include the Air Sweep; complete restyling with inlaid executive leather trim, fibron wood controls; Sahara beige and charcoal brown trim; adjustable, automatic thermostat; 2-speed turbine type blower; fresh air control; "C" setting for constant cooling; accessible germ killing filter; zinc grip steel construction. A281-1K is equipped with the Gibson built-in Expando Mount for instant installation.

**Slumber Master Series**, D-162-1 and D-162-1K, are compact, designed specifically for bedrooms, with air silencing chamber; adjustable automatic thermostat; simplified controls; all

zinc grip steel base; accessible germ killing filter; same exterior finish as "A Series"; D-162-1K is identical to D-162-1 but has the following stepup features: 2-speed fan motor; ventilation; constant cooling; and Expando Mounting.

**Texan Series**, G1220-2, G1220-8 and G1220-2R, have 22,000 Btu; 2½ hp and come in 230, 208 and 230v respectively. Merchandised as "Whole House Cooling with 1 unit" the Texans will cool up to 15,000 sq. ft.; have low inside noise level; "C" setting for constant cooling; fresh air and exhaust; 2-speed turbine type fan; air silencing chamber; accessible germ killing filter; 16% in. high silhouette permits installing in transoms and basement windows.

**Suburban Series**, B-2100-1S, B-2145-2S and B-2145-8S, have built-in automatic air sweep; and high capacities in cabinets compact enough to fit the narrowest 24 in. window; other features are fresh air and exhaust; 2-speed turbine type blower; adjustable automatic thermostat; "C" setting for constant cooling; 1 and 2 hp models with 10,000 and 14,500 Btu; 115, 230 and 208v respectively.

**Metropolitan Series** has smooth sides for mounting through-the-wall, in casement windows, flush inside or outside; can be installed in a standard double hung window allowing window to close; all are designed for multi-room cooling; have 3-speed zinc plated turbine type blowers on evaporator and condenser for quiet sound level inside and out; feature fresh air and exhaust "C" setting for constant cooling; accessible germ killing filter; all have 1 hp, 2 with 10,100 Btu capacity (230 and 208v); and 2 12,100 Btu (230 and 208v). *Gibson Refrigerator Sales Corp., Sub. Hupp Corp., Greenville, Mich.*

### SPEED QUEEN 1962 Laundry Line

A large capacity tub with 8 automatic cycles is featured on the 1962 line of deluxe Speed Queen laundry appliances.

No. A38 washer is an enlarged version of their stainless steel tub. The 8 cycles offer pushbutton operation: when one of the fabric keys is pushed, water temperature, spin speed and agitator action are determined automatically. A separate, calibrated timer dial allows user to skip or repeat any part of any cycle, adding complete flexibility.

The new washer uses no more water than is used in standard size tubs. This is accomplished through use of a recirculating water system for lint removal instead of the overflow method; a lint trap is built into the recirculated water inlet.

Features retained from previous models include Arc-cuate transmis-

sion, fluid drive, hinged top and front panels for ease of service.

Three matching dryers are included in the 1962 top-of-line offerings: No. 111, electric; No. 139, gas with pilot light; and No. 140, gas with electric ignition.

The large 26-in. drum has been retained in the 3 units. Other features include an automatic "Speed Dry" cycle; regular timer cycle; in-a-door lint trap; hinged top and front panels; foot operated door opener; magnetic door catches; push-to-start safety switch, and germicidal lamp.

Styling of all the new units has been changed: control panels are white, pushbuttons light gray; timer dial is multi-colored. Both washers and dryers have independent fluorescent lighting across the control hood top. *Speed Queen Div., McGraw-Edison Co., Ripon, Wisc.*



**CASWELL SPEARE** PUBLISHER  
DALE R. BAUER ADVERTISING SALES  
MANAGER

**Philip G. Weatherby**, General Manager, Home Goods Data Book; **Robert P. Green**, Director of Creative Marketing; **Henry J. Carey**, Director of Market Research; **Peter Hughes**, Production Manager; **Marie Restaino**, Assistant. **DISTRICT MANAGERS:** NEW YORK: 500 Fifth Avenue, N.Y. 36, N.Y., OX. 5-5959.

**PHILADELPHIA:** 6 Penn Plaza, Philadelphia 3, Pa., LO. 8-4300.  
**ATLANTA:** 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.  
**CHICAGO:** 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.  
**DALLAS:** 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.  
**DETROIT:** 856 Penobscot Bldg., Detroit 26, Michigan, WO. 2-1793.  
**HOUSTON:** W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.  
**LOS ANGELES:** 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.  
**SAN FRANCISCO:** 255 California St., San Francisco 11, Calif., DO. 2-4600.  
**PORTLAND:** Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

### EMPLOYMENT OPPORTUNITIES

#### DISPLAYED RATE

The advertising rate is \$25.38 per inch for all advertising appearing on other than contract basis. Contract rates quoted on request.

#### UNDISPLAYED RATE

\$3.00 per line, minimum 3 lines. Position Wanted ads in this style, 1½ the above rate. To figure advance payment count 5 average words to a line.

### AREA MANAGER — DEALER DEVELOPMENT

MAJOR MANUFACTURER OF HOME APPLIANCES HAS AVAILABLE A KEY POSITION FOR A QUALIFIED INDIVIDUAL WITH SUBSTANTIAL EXPERIENCE IN SUCCESSFUL APPLIANCE RETAIL STORE MANAGEMENT. MUST HAVE THOROUGH UNDERSTANDING OF FUNDAMENTALS OF BUSINESS MANAGEMENT, SALES EXPENSES AND PROFIT FORECASTING, MERCHANDISING AND KNOWLEDGE TO INCREASE DEALER EFFICIENCY. ABILITY TO EFFECTIVELY ANALYZE RETAIL OPERATIONS, COUNSEL AND DEVELOP DEALERS, MODERATE SEMINARS AND PROMOTE COMPANY OBJECTIVES IS ESSENTIAL. WE HAVE A WELL-ORGANIZED RETAIL MANAGEMENT PROGRAM OPERATING WHICH OFFERS GROWING OPPORTUNITIES. PREFER MAN WITH COLLEGE EDUCATION. EXCELLENT BONUS AND MANAGEMENT BENEFIT PROGRAM. SEND RESUME AND SALARY REQUIREMENT TO:

P7480 ELECTRICAL MERCHANDISING WEEK  
645 N. MICHIGAN AVE., CHICAGO 11, ILL.

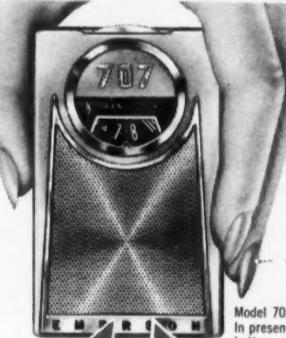
Your Inquiries to Advertisers  
Will Have Special Value . . .

—for you—the advertiser—and the publisher, if you mention this publication. Advertisers value highly this evidence of the publication you read. Satisfied advertisers enable the publishers to secure more advertisers and—more advertisers mean more information on more products or better service—more value—to YOU.

### WANTED

Dynamic Salesmen who want to make a lot of selling the most extraordinary, alluring, compelling line of Air Conditioners in America.

WRITE P.O. BOX 35546  
DALLAS 35, TEXAS



Model 707 \$29.88\*  
In presentation case—complete with  
battery and personal listening attachment

**NEW** Emerson  
FULL POWER  
8-TRANSISTOR  
VEST POCKET  
RADIO



Real sales power for your store. No bigger than a pack of cigarettes, yet sounds 10 times its size! • Long playing life on single battery • Performs where others fail • Jeweler-fashioned unbreakable case • Available in deluxe Gift Ensembles—choice of jewel box case or gift box containing leather carrying case with stand. Power-plus in any pocket . . . extra sales in your pocket. Write, wire, or phone your Emerson distributor today!

\*Suggested list. Slightly higher in some areas.

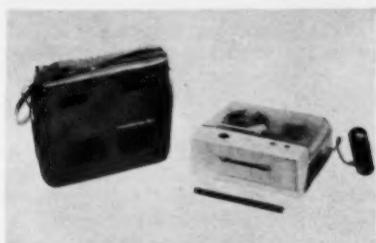


**Emerson**

680 FIFTH AVENUE, NEW YORK 19, N.Y.

## new products

CONTINUED



### GELOSO Tape Recorder

American Geloso Electronics announces the addition of Unicorder 61 to their family of tape recorders. This is a transistorized tape recorder with fully transistorized battery and electric operation. It works on 10 penlight batteries or on 60 cycles

and there is no need for an ac adapter. It has two 2 1/4-in. speakers for hi-fi music and speech.

Small and compact, it weighs only 5 lb. and can be played in carrying case in any position. It is built into a white plastic cabinet with clear plastic cover to protect recording head and tape from dust.

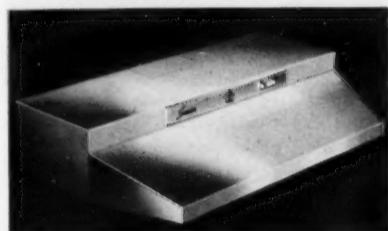
Signal-to-noise ratio is better than 20 db.; 150mw power output; 80 to 7000 cps; ac bias double track recording system; dc erasing system; and wow and flutter less than 0.3%.

Unicorder 61 measures 2 3/4 in. x 6 in. x 7 in.

**Price:** Complete with microphone, earphone, reel of tape, take-up reel, carrying case for recorder, microphone and earphone, ac power cord and batteries, \$179.95. American Geloso Electronics, Inc., 251 Park Ave., S., New York 10.

### SWANSON Range Hood

A new turbo-fan range hood, Emperor, has a 3-speed turbo-fan impeller; a sudsable lifetime filter, and a fluorescent light at rear. It vents through top or back; has an adjustable back draft damper section, and is prewired with built-in junction box. Comes in 8 decorator finishes, and in 4 widths: 30, 36, 42 and 48 in. Swanson Mfg. Co., 607 S. Washington St., Owosso, Mich.



### FUJIYA Transistor Tape Recorders

**MTR-252** weighs 4.6 lb. has 3 3/4 and 1 1/8 ips speeds; operates on 12 penlite batteries and features a dynamic microphone with remote switch. This compact dual-track recorder is designed with a black and gold hi-impact plastic case and gold metal fittings; all controls are pushbutton type, and the unit can be operated while being carried with shoulder strap. Other features include a 2-way meter showing recording level and battery condition; record-lock safety button, fast rewind, capstan drive, extension speaker jack and compartment for microphone and earphone. **TRB-31** is a 7-lb. dual-track battery operated tape recorder. Operates on 4 transistors; powered by 6 "D" cell flashlight batteries; 3 3/4 ips. Beige-toned hi-impact plastic cab'net; batteries, microphone and earphone self-contained in bottom compartment. Other features include dynamic microphone; 3-in. dynamic built-in speaker; jack for ac operation; 3-in. tape reel capacity; pushbutton controls; record lock safety feature; fast rewind and 3-in-1 jack for earphone, extension speaker and monitoring.

**FL-771** hi-fi monaural, 18-lb. portable in black and gray textured case has gold metal speaker grille and fittings. Uses a 4x6-in. dynamic permanent magnet speaker; dynamic microphone, tone control, recording level meter, tape position scale, fast forward and rewind, record-lock safety button, simplified speed-change pushbutton, quick-stop button; radio-TV-phono input; external speaker jack and jam-proof lever. Handles 7-in. tape reels; 3 3/4 and 7 1/2 ips.

**FL-351**, 10-lb. portable recorder in black textured-plastic covered case with gold metal fittings, black and gold tape deck and leather carrying handle. Two speeds with frequency range of 200-800 cps at 7 1/2; handles 5-in. tape reels and operate on 110v ac. Other features include neon-type recording level indicator; quick-stop button; single selector-control knob for jam-proof operation.

**Prices**, MTR-252, \$129.50 with remote microphone, magnetic earphone, 3 in. reel of tape, 3 in. empty reel; shoulder carrying strap and 12 penlite batteries. Optional are grained-leather carrying case, \$12.50 and an ac adapter, \$14.50. TRB-31, \$99.50 with 3-in. reel of tape, empty 3-in. reel, dynamic microphone and magnetic earphone. FL-771, \$129.50 with 7-in. empty reel, dynamic microphone, radio-TV-phono input-output cord and 50 cycle capstan adapter. FL-351, \$89.95 with magnetic earphone; 5-in. empty reel, crystal microphone and 50 cycle capstan adapter. *Made by Fujiya Electric Co., Ltd., Tokyo; U.S. Importer, Fujiya Corp., Ltd., 405 Lexington Ave., New York 17.*

**SALES**

**SENSATION**

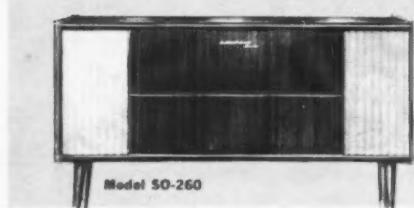
**that's got**  
**dealers cheering!**

ONLY \$129.95

### NEW GRUNDIG Majestic TK-1 FULLY PORTABLE TAPE RECORDER

**Tapes any sound anywhere!** Fully battery-operated for true portability. It's a compact (11 3/4 x 7 x 4 1/2"), 8-pound little rascal with sophisticated talent: playback and record at 3 3/4 ips dual-track, fast rewind, temporary stop, safety button, record level indicator . . . plus a unique mike and powerful speaker. Already an industry-wide best-seller . . . a fabulous money-maker for dealers everywhere. Order now!

**NEW COUNTER DISPLAY!** Appealing full-color display permits quick, easy demonstration of unit. Uses less than 1 sq. ft. of counter space. Get yours now!



IMPORTED  
EXCLUSIVELY BY

*Majestic*

INTERNATIONAL SALES

division of THE WILCOX-GAY CORPORATION

743 N. LaSalle St., Chicago 10, Illinois • 75 Sedgwick St., Brooklyn 31, New York

#### NEW GRUNDIG-MAJESTIC "SHOW-CASE COLLECTION" STEREO CONSOLES . . . featuring STEREO FM!

A fabulous array of newly-styled consoles introducing revolutionary stereo FM. Offer FM-AM-SW, 4-speed precision stereo phono, built-in reverberation, exclusive "Multisonic" tone controls, tape deck compartments, up to 6 speakers. All in hand-crafted, lustrous finish Black Forest walnut.



TRANSISTOR TAPE RECORDER MTR-252

# Only PHILCO-Bendix

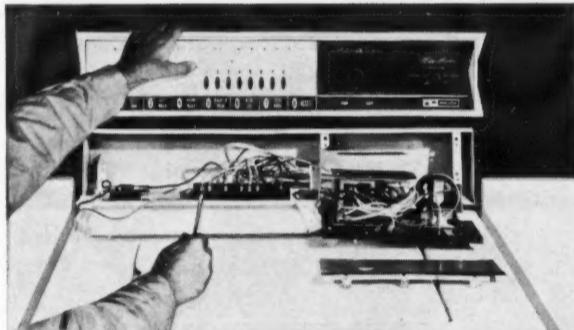
*has the 2 most-wanted features in home laundry...*

## GIANT 12-lb. CAPACITY and COMPLETE FRONT SERVICE

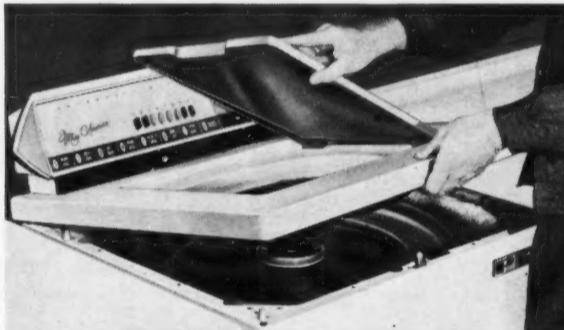
*No other manufacturer can make this statement*

No other automatic washer on the market gives you this capacity, this ease of service and washes giant 12-lb. loads cleaner! The Patented Wonder-Wash Agitator makes such washing power possible. Every part is accessible from the front . . . any service required can be handled from the top or front

without moving the machine! Way ahead engineering makes service easy and quick. It actually takes less time to disassemble the main parts of a Philco-Bendix than to change a transmission belt in most other washers.



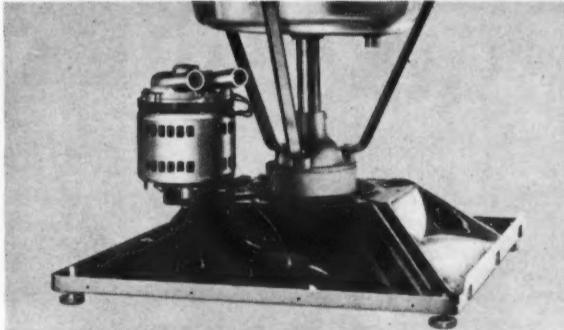
EASILY FRONT REMOVABLE BACKSPLASH! Exposes color-coded wiring, circuitry and control elements, permits servicing all electrical controls from the front!



TOP LIFTS UP WITH YOUR HAND for access to tub, agitator and other service points. Permits working from the top and inside the cabinet. Easier, time-saving serviceability!



REMOVABLE FRONT SERVICE DOOR makes motor, pump, belt easy to reach, remove and service. Even terminal plug disconnects easily and quickly. Just unplug the connection!



SIMPLIFIED DESIGN. Patented Philco Ball Point construction eliminates off-balance load cut-offs. Far fewer moving parts for less service. No transmission to wear out.

**There's no other washer like it! Get the full story from your Philco distributor**

PHILCO'S ON THE MOVE!

GO WITH

**PHILCO.**  
Famous for Quality the World Over



Standout Model 45P24 4-speed automatic has three 6" speakers. 12-watt power output. Automatic record changer—11" turntable. Detachable remote speaker enclosures have electro-contact hinges—need not be plugged in when attached to cabinet. 18" audio extension cable. Morocco Brown luggage-style case.

**ANNOUNCING...**

# STEREO STANDOUTS

smartness like that is bound to catch the eye just as the rich stereo tone charms the most critical ear.

Remember, too, these standouts are competitively priced to sell right down with the pack. So it's easy to see the extra profit possibilities in these most stylish of stereos. Check with your Sylvania distributor today to make sure you'll share in the stocks available for Christmas!

... **Newest Way to Make Money in STYLE.** Put these new, high-style beauties on your shelves and stand back! Stereo shoppers just can't miss them among all those look-alikes, sell-alikes.

The never-before styling approach uniquely integrates remote speaker enclosures in handsome, luggage-type cases. Fresh, "decorator"



Standout Model 45P22 4-speed automatic has extension sound enclosure that plays through cabinet grille when not used as a remote. Dual 5" speakers. 9' speaker extension cable.

Standout Model 45P23 4-speed automatic has custom component styling. Includes two 6" and two 4" speakers in remote enclosures that form top of unit for carrying. Plays all sizes and speeds—monaural or stereo.

Standout Model 45P21 4-speed automatic weighs just 15 lbs. Dual 4" speakers in remote sound enclosures that fold to form top of unit. Plays monaural and stereo records.

Quality you can bank on in TV, Stereo, High Fidelity and Radio

Sylvania Home Electronics Corp., Batavia, N.Y.

# SYLVANIA

SUBSIDIARY OF

## GENERAL TELEPHONE & ELECTRONICS



ELECTRICAL MERCHANDISING WEEK

# FM Stereo's 1st Big Success

*"Dealers should get in touch with their local FM stations. The FM broadcaster in your area would be influenced by your interest."*  
—ROBERT E. LEE, FEDERAL COMMUNICATIONS COMMISSION  
EM WEEK JULY 24, P4.

The hottest spot for FM stereo today is San Francisco. And that's not accidental.

Sparked by the efforts of KPEN, an independent FM station with a flare for promoting, FM stereo is creating business for everyone—the broadcasters, dealers, distributors and manufacturers. Here's proof:

- The San Francisco success story was held up as a model case study to the industry at the Electronic Industries Assn. fall conference.
- Component manufacturers are struggling to keep up with FM stereo equipment orders from the Bay area; some have given the area top priority for new shipments.
- KPEN, the hero of this story, is virtually sold out of commercial air time through next February, and has been turning away advertisers.

**What happened in San Francisco** is not a happy coincidence. The success of FM stereo came from heeding the sort of advice offered by FCC Commissioner Lee, the alertness of the KPEN management and the cooperation of dealers, reps, distributors and manufacturers in the area.

**The planning:** "We made sure we had coordination from the very beginning," explained co-owner Gary Gielow, who started the station four years ago with James Gabbert.

KPEN went to dealers, district reps and distributors with its plan and asked for cooperation.

"We told them we were providing service from the start," Gielow said. "There was no blackmail—no support us or we don't go on. We were going on and we were going to do it right from the beginning."

To build support and co-ordinate plans, KPEN threw a banquet in late July for distributors of packaged goods, components and records. About 100 attended, heard KPEN plans and a tape of an experimental stereo broadcast.

The station went on the air Aug. 10 after placing full page announcements (see ad at right) in both of San Francisco's morning papers, the "Chronicle" and the "Examiner."

**The programming:** No shrinking violet, KPEN started with a bang—50 hours of stereo a week and has just boosted its schedule to 62 hours. And there were stereo broadcasts during store hours. "We did that purposely to help dealer demonstrations," Gielow said.

Every day from noon to 2 p.m. and on Saturdays from noon to 6 p.m., KPEN broadcasts stereo. Stores in San Francisco are open twice a week

**Tonight at 8:30!**

## THE GREATEST ADVANCEMENT IN BROADCASTING IN 15 YEARS!

**FM MULTIPLEX STEREO**

On April 20th of this year, the Federal Communications Commission approved a dynamic new form of broadcasting. It has been called the greatest advancement in broadcasting since the advent of television. It is Stereophonic Broadcasting on FM Radio by Multiplex.

Tonight at 8:30, FM Multiplex Stereo becomes a reality in Northern California as KPEN presents its premier Multiplex Stereo broadcast. Tonight at 8:30, KPEN becomes the first station in this area, and the sixth in the entire nation to present this dynamic new form of broadcasting.

FM Multiplex Stereo is radio as you have never heard it before. With it, one FM station broadcasts both channels of a stereo program in full high fidelity. Vastly superior to previous FM-AM stereo broadcasts, Multiplex fully opens the door to the third dimension in radio listening... stereophonic sound.

Multiplex is fully compatible; that is, there is no significant impairment in service to present FM listeners. Those listening tonight on conventional FM receiving equipment will hear the broadcast in FM's famous high fidelity, but not in stereo. But those listening with new Multiplex receivers will hear the broadcast in full stereophonic sound with a new richness, a new depth, a new dimension.

To celebrate this important event, many high fidelity and radio-TV dealers will be open tonight to demonstrate FM Multiplex Stereo.

You're invited to check with your local dealer and pay him a visit. Tonight... a new dimension radio opens wide... FM Multiplex Stereo! Be sure that you hear the radio of tomorrow, tonight at 8:30 on KPEN!

# KPEN

**"101" on your FM dial**

*Northern California's Pioneer Multiplex Stereo Station*

Note: Commencing tomorrow, August 11th, KPEN will present regular FM Multiplex Stereo programs Monday through Friday from 12 noon until 2:00 p.m., from 6:00 p.m. until 8:00 p.m., and from 10 p.m. until 12 midnight. On Saturday Multiplex broadcast will be heard from 2:00 p.m. until 8:00 p.m., and on Sunday from 1:00 p.m. until 4:00 p.m., 6:00 p.m. until 8:00 p.m., and 10:00 p.m. until 12 midnight.

until 9 p.m. and on these nights (Monday and Thursday), the station beams stereo from 6 p.m. to midnight.

KPEN is a variety station, trying to appeal to all tastes and plays a little of everything—but no rock 'n roll, according to Gielow.

From at least one component manufacturer's point of view, the station's programming is ideal for capturing audience interest in FM stereo.

"KPEN took some basics into account," explained L. M. Sanwick, vice presi-

dent of Pilot Radio Corp., who visited San Francisco to look at the operation:

- They assumed that few people had really heard stereo.
- They didn't get involved in elaborate technical explanations of FM stereo. But they did give good separation and tried to show the customer that there was a distinct difference when it was compared to monaural broadcasts.
- They knew they were appealing to people in an uncomfortable situation—a man and wife standing in a

store who had to be interested in FM stereo during the first couple of minutes or they'd walk.

- They began programs with light, familiar music, with the intention of preparing the audience for heavier classic works.

**Reaction:** KPEN has been showered with superlatives—and business. "If every major market did the same thing," summed up another enthusiastic industry observer, Bell Sound's general manager, Kenneth L. Bishop, "the results would be phenomenal."

# WILL YOUR BUSINESS THRIVE ON THE CORNER OF MAIN & MAPLE?

Our population isn't all that's growing. Needs are. Markets are. And so are towns and cities in the path of our growing economy. Here's how to bring the business your way, how to put your corner in the mainstream of a growing America.

Take a look around your corner, even to the outlying areas of town. Surely you'll see room for development, for new industries that create new jobs and bring in new customers. The development of your community will make more room for your youngsters to grow, find jobs, careers and a future — not far from Main & Maple.

And there's no time like the present to begin. If your town is looking for new industry, your Department of Commerce

can help. Field experts will show how to evaluate what you have to offer, and how to present it to the best prospects. (If you're a businessman with expanding ideas, they'll direct you to suitable locations.)

Take advantage of the many ways in which your business can grow. In attracting new industry to your local community. In new domestic markets. In the lucrative foreign markets. In developing new products and services. Just write or phone the U. S. Department of Commerce Office of Field Services in your city, or Washington 25, D. C. Your U. S. Department of Commerce is always ready to help you grow with America!



**NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!**

ELECTRICAL MERCHANDISING WEEK

## MARKET REPORTS

**EAST . . . PITTSBURGH**—Pittsburgh appliance dealers and distributors have been quietly experiencing a rise in business—"quietly," it was said, because they're too cautious to be very enthusiastic over the recent pickup. Yet they're a more optimistic group this fall than for many months past—they all agree the picture has brightened.

Some reported sales equalling 1960's August and September figures, and for that they were grateful, even while conceding that 1960 was only a "fair" year. Until August their appliance business was trailing 1960 sales figures.

For a few, August sales were up 10% and more over a year ago. An improving employment picture here undoubtedly has helped in part. The eagerly awaited fall pickup in white goods business materialized to help, too.

Tauberg Co., distributor of small traffic appliances, felt considerably better about business because its sales last month were \$40,000 higher than a year ago August. This month continues ahead of last September, with radios and plastic appliances moving especially well.

J. A. Williams Co., a third distributor, had a 20% rise in business last month versus August, 1960, and expected September to be about 12% better than a year ago.

**WEST . . . DENVER**—Color programming by a third Denver television station was credited by some dealers with stimulating color set sales.

Gordon Mowbray of Mowbray, Inc., an RCA dealer, termed his business "terrific." He sold five sets in three days, all console and low-boy models. "I put a \$1,600 combination set on the floor one evening and it was sold two hours later," Mowbray said.

Other appliances have been selling better than ever, Mowbray said, "particularly in top-of-the-line merchandise. Refrigerators are a trifle slow but Kitchen-Aid and Whirlpool dishwashers are big sellers."

Roy Jansen, sales manager for Fred Schmid Appliance & TV, shared Mowbray's view of the new channel's color programming helping color TV sales. "While there is great interest in color sets, we've had a definite pickup—at least 10%—straight across the board in all appliances," Jansen said. Zenith and G-E portable TV have been "getting good response every time we advertise them." Jansen said G-E's two-zone refrigeration equipment has been "extremely strong, especially the high-end models in colors." Jansen noted "a little softness" in stereo combinations.

"The time is appropriate to improve profit margins," claimed Tom Connors of Jeffco Appliances, Inc., who reported "volume doing very well." He said his Frigidaire appliances "particularly top-of-the-line" have been going much better than a year ago. "Consistent advertising seems to be doing the job without any big promotions," Connors said. Referring to profit margins, Connors said he felt it was time for appliance dealers to improve their return at this time because the buyers are not bargain-hunting. "I'm not concerned with what my competition does," Connors said, "they can operate at a

loss if they want to, but I don't intend to."

Tom Crow of A&A Appliance, Inc., said he was puzzled by the "up-and-down character of business in recent weeks. There's just no explanation for it and advertising and promotions don't seem to have much effect." He has noticed Frigidaire electric ranges "are creating a lot of interest, we've been selling these pretty well, especially in the medium price area."

W. F. (Lefty) Martin, former sales manager for a major Denver dealer, is branching out on his own next week with his Lefty Martin Appli-

ance & TV, Inc. Even before he was open, Martin said "business is great." While his store hours will be 9 a.m. to 9 p.m., Martin plans a big push in color television "and we'll stay open as long as anyone wants to watch a color show on our display sets."

**SOUTH . . . NEW ORLEANS**—Appliance dealers here reported a flurry of business in August and early September and there was an air of confidence that things were getting better.

George Marcuse, president of the Radio Center, reported that business began on the upswing in mid-August.

"People are beginning to buy again," he said. "Televisions, stereos, refrigerators and washers have been good and, in fact, we've had an increase in almost every product. It is much better than it was last year at

this time. There seems to be more jobs and plenty of work and the announcement of the new plant (for the fabrication of the Saturn rocket here) have all helped."

Jerome Lipscomb, operator of Lipscomb Appliances, agreed.

"Appliances have been good, refrigerators in particular, washers and some television, especially color television, have all been selling well," Lipscomb said. "The bigger models of the refrigerators in the \$300 and above class have been big movers. Dishwashers and the like are slow, but we expect those to pick up next month for Christmas."

Barto Furniture and Appliances found business off, however. "It has been very slow, the drop wasn't as great for us last year," Mrs. Vera Koepp reported. "Televisions for us have moved slowly."

*A Frigidaire dealer talks about his franchise . . .*

## "Putting all my eggs in one basket pays off for me!"



Arthur (Art) Peterson, owner and manager, Peterson's Appliances, Indianapolis, Ind.

*"Perhaps it was luck. When I started, I chose one brand—Frigidaire.*

*Not one make for refrigerators and another for washers.*

*But Frigidaire all the way. Today, 4 years later, it still makes sense!"*



*Whether it's casting or selling appliances, genial Art Peterson leaves nothing to chance. Art works at it. And he's successful!*

Letters like this, we love. Because they mean that Frigidaire and its distributing organizations are living up to their end of the bargain—as it's spelled out in the written Frigidaire Franchise.



**FRIGIDAIRE**  
DIVISION OF GENERAL MOTORS

**PEOPLE  
IN THE  
NEWS**



W. C. Fisher  
of Zenith Sales



C. J. Hunt  
of Zenith Sales



E. T. Michalek  
of Speed Way Mfg.

**Zenith Sales Corp.**—Expansion of top executive staff brings Walter C. Fisher to the company as vice president and manager of distribution. Previously, he was vice president in charge of sales for the Norge Sales Corp. Fisher will be responsible for directing district sales representa-

tives, sales training, and a market development group.

Clifford J. Hunt, formerly vice president in charge of distribution, has been assigned to the newly created position of vice president in charge of operations. His duties include operational supervision of the

company's two distributing subsidiaries.

Philip J. Wood returns to Zenith after serving as sales manager of the consumer products division, Ampex Corp.

Three former sales executives have been advanced to market development managers: William R. Campbell, radio products, William G. Frick, television products, and J. B. Anger, phonograph and hi-fi.

**Thor Power Tool Co.**—The SpeedWay Manufacturing division announced the appointment of Edward T. Michalek as sales manager. He was most recently assistant sales manager.

**Corning Glass Works**—Donald R. Cotton moves up to manager of department store sales for the consumer products division. Formerly, he was

division sales representative in the Denver area. Cotton replaces Bill B. Kinter who was named marketing specialist in the company's technical products division.

**Davega Stores Corp.**—Wallace N. Hoffman has been appointed assistant major appliance buyer, reporting to Al Rose, buyer. The post has been vacant for about a year. Previously, Hoffman was with Newmark & Lewis, New York area retail chain.

**RCA Sales Corp.**—Harry L. Atkinson transfers from manager, marketing operations, to the new post of manager of business planning. The market research department will also be under his supervision. Atkinson was business manager of the WFIL-TV and radio stations in Philadelphia before joining RCA in 1950.

**Realtone Electronics**—Irving Sarlin, recently an assistant to the president of DuMont-Emerson, has joined the company as assistant to the president, Ely E. Ashkenazi. He will function as liaison between company management and national sales and distribution.

**General Electric Co.**—Charles J. Ellis and Harry P. Gough have been chosen regional vice presidents, for the Southeastern and Western regions respectively. Ellis, succeeds Carter L. Redd who will act as consultant until his retirement in 1962. Gough succeeds Clarence C. Walker who will also act as consultant, and retire in November.

**Kelvinator**—C. D. Glass, Jr., was promoted from sales manager of the Jacksonville area to Atlanta zone manager, replacing J. V. Stoppelbein, who resigned. L. H. Baker was named to succeed Glass as zone manager for Jacksonville.

**Raytheon**—J. Deryl Case, Cleveland district manager of the company's distributor products division, has been named district manager of the Chicago office. Replacing him in the Cleveland office will be George F. Weiler, former district manager for CBS Electronics in that area.

**Jensen Manufacturing Co.**—Four promotions have been announced by the company, a division of The Muter Co. of Chicago. Karl Kramer has moved to manager of commercial sound products. Eugene G. Van Deveer becomes manager of the export division. Frank D. Lintern has advanced to sales manager, and Theodore A. Firaneck to assistant sales manager, both in the distributor division.

**Philco Corp.**—Albert Emanuel, II, product manager of laundry equipment for the consumer products division, will extend his responsibilities to include the Philco International Corp.

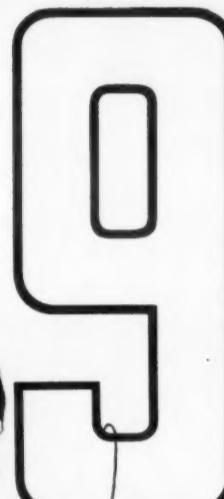
## RETIRING

**Borg-Warner Corp.**—Roy C. Ingersoll retires as chairman of the board of directors on Sept. 30. Robert S. Ingersoll, president since 1956, has been elected chairman of the board and chief executive officer.

## OBITUARY

**Maytag Co.**—A. C. Danekind, retired assistant to the president, died in Newton, Iowa, on Sept. 10.

## Just for the Record



# OUT OF



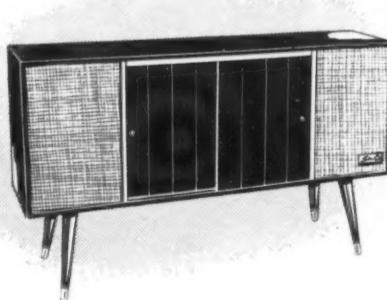
## shoppers become customers when you feature Symphonic phonographs



**PORTABLES**  
from 19.95  
to 199.95



**CONSOLES**  
from 99.95  
to 349.95



### SYMPHONIC HI-FI STEREO CONSOLE FEATURE VALUE!

Model 1753: Packed with features you can see and hear! Its 44 1/4" width, 14 1/2" depth and sliding front doors give it unparalleled eye-appeal . . . Its quality features deliver superior sound reproduction. In Mahogany, Walnut or Limed Oak. And just look at the low suggested list . . .

129.95  
Model 1770 with AM Radio. Suggested list . . .

159.95  
Model 1773 with Built-in Stereo FM Multiplex Tuner and AM Radio. Suggested list . . .

229.95



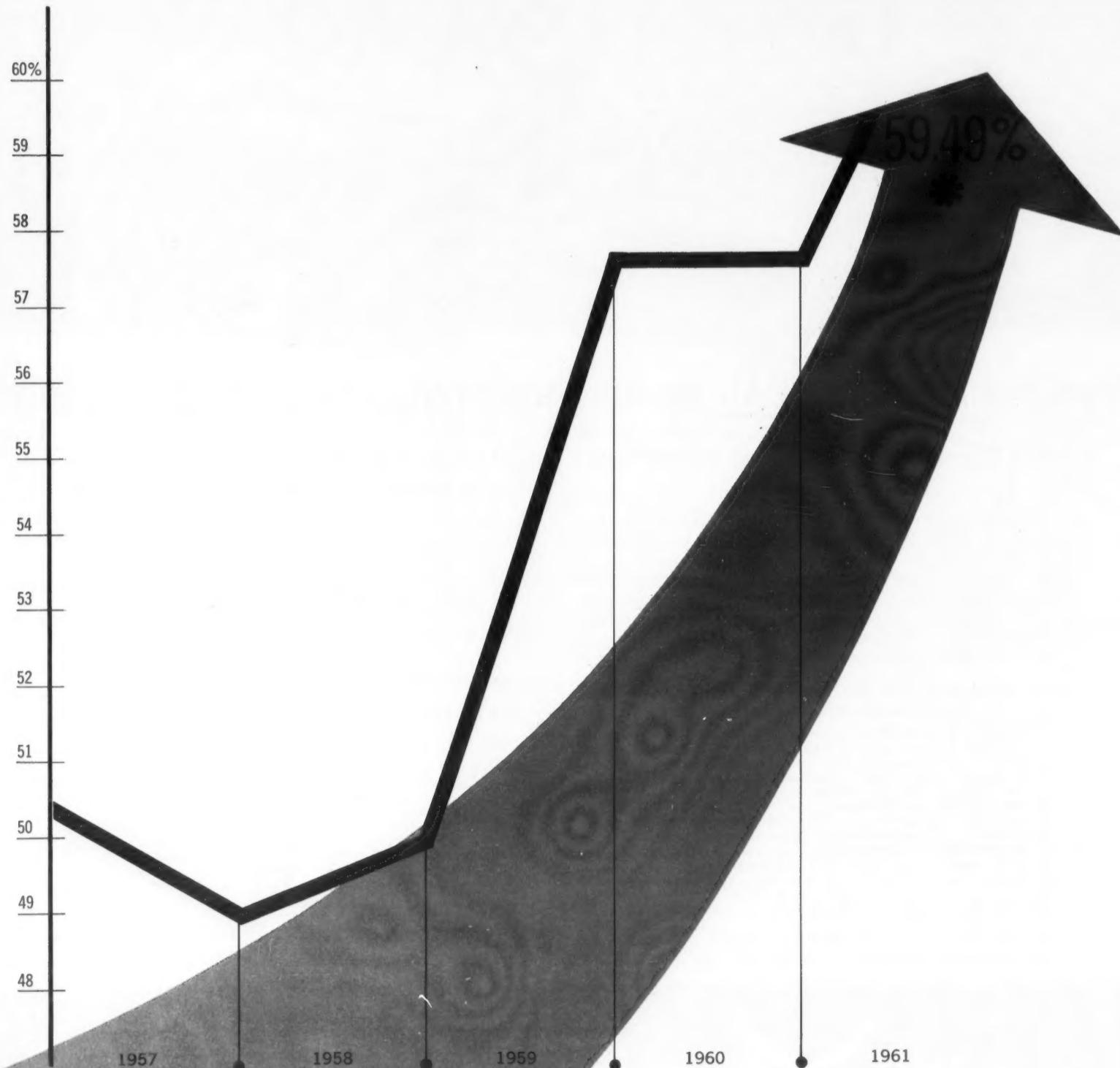
**PHONOGRAPHS**

*Symphonic is first with built-in  
Multiplex Stereo FM Portables  
and Console Models . . .*

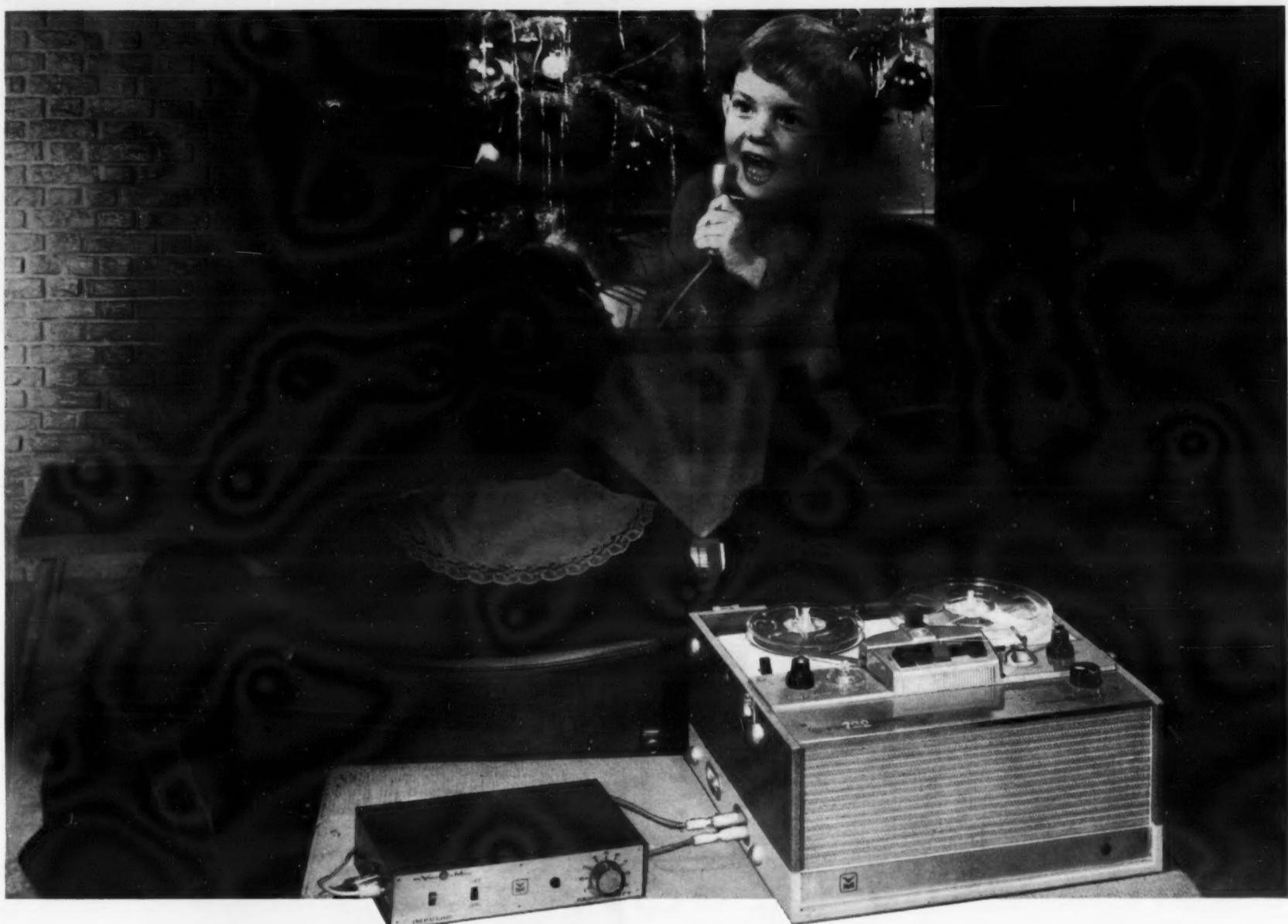
**SYMPHONIC RADIO & ELECTRONIC CORP., 10 COLUMBUS CIRCLE, NEW YORK 19, N.Y.**

Renewals Going **UP** . . . no wonder — with the kind of basic business information EM WEEK sends its readers, renewals are bound to go up. More and more interested, receptive subscribers are renewing with cold cash . . . proof that they like, need, want this magazine that helps them move merchandise. Proof that this is business editing at its best, creating a product-conditioned audience at its best. You get both when you buy . . .

ELECTRICAL  
**MERCHANDISING WEEK**



\* 59.49% FROM PUBLISHER'S STATEMENT FOR FIRST SIX MONTHS OF 1961,  
AS FILED WITH THE AUDIT BUREAU OF CIRCULATIONS, SUBJECT TO AUDIT.



## Precious Moments CAN Be Remembered — In Sight AND Sound!

New Opportunities In **SIGHT** and **SOUND** Sales—  
from 

**New V-M Model 722 'Tape-o-matic'® Stereo Record Tape Recorder.** This unique 4-Track Tape Recorder lets you record and play-back tapes in full-dimensional *stereo*! Preserve the original sound and quality of expensive stereo records by recording them stereophonically! V-M's "Add-A-Track" feature makes this top-selling stereo-recorder perfect for business, industry, education . . . or pure family entertainment! Here is an exceptional tape recorder . . . that will bring years of enjoyment to your customers . . . and steady profits to you!

### Never Before Has A Tape Recorder Incorporated So Many Sales-Producing Features . . .

- **4 TRACK STEREO RECORDING** produces twice the program material on one reel and there are fewer reels to store! • **"ADD-A-TRACK" CONTROL** permits you to record on one track, rewind, record again on another track while listening to the first track. On play-back you hear both tracks simultaneously! • **DUAL VOLUME CONTROL** lets you adjust recording or play-back to desired volume level on either channel! • **DUAL MICROPHONES** for recording in flawless stereo! • **DUAL TUNING EYE** assures you of recording at the proper volume level! • **HIGH-FIDELITY SPEAKER SYSTEM** offers authentic High-Fidelity reproduction characteristics not obtainable from one speaker recorders!
- **PRECISION TAPE INDEX TIMER** locates any recorded passage on the magnetic tape quickly and easily! • **INPUT RECEPTACLES** allow recording from radio, TV set or any phonograph! • **OUTPUT RECEPTACLES** permit you to plug in any auxiliary-amplifier speaker such as matching V-M Model 168 for a complete portable stereo system! • **PUSH-BUTTON CONTROLS** for simple operation! • **STYLED** in Two Tone Brown.

V-M/'Tape-o-matic'® 4-Track Stereo Tape Recorder—Model 722.....\$259.95 List\*  
V-M/'Tape-o-matic'® 4-Track Stereo Play Tape Recorder—Model 720...\$225.00 List\*

\*Slightly Higher West

**EXPAND YOUR MARKET... INCREASE SALES...**  
with the new **V-M SLIDE PROJECTOR SYNCHRONIZER!**

Big new markets await you—now—with V-M's new *Tape Recorder Remote Control Slide Projector Synchronizer!* Your tape recorder and big-ticket projector sales will increase when you offer this easy-to-use V-M Synchronizer! Now you can easily add inaudible slide-change cues to tape recorded commentary. On play-back, these cues actuate the projector, automatically advancing slides at the times selected! Your customers will benefit with new uses for V-M Tape Recorders and you'll benefit with greater sales volume!

### HERE'S YOUR BIG NEW SELLING AREA!

- **HOME ENTERTAINMENT**—Dramatize vacations and family fun with recorded commentary and even background music!
- **SCHOOL AUDIO-VISUAL DEPARTMENTS**—Make learning easier and more interesting!
- **BUSINESS USES**—Extremely effective for every training use and for sales presentations!
- **CHURCH AND SUNDAY SCHOOL USES**—Ideal for Biblical and other doctrinal presentations!

V-M Slide Projector Synchronizer—  
Model 1412.....\$49.95 List



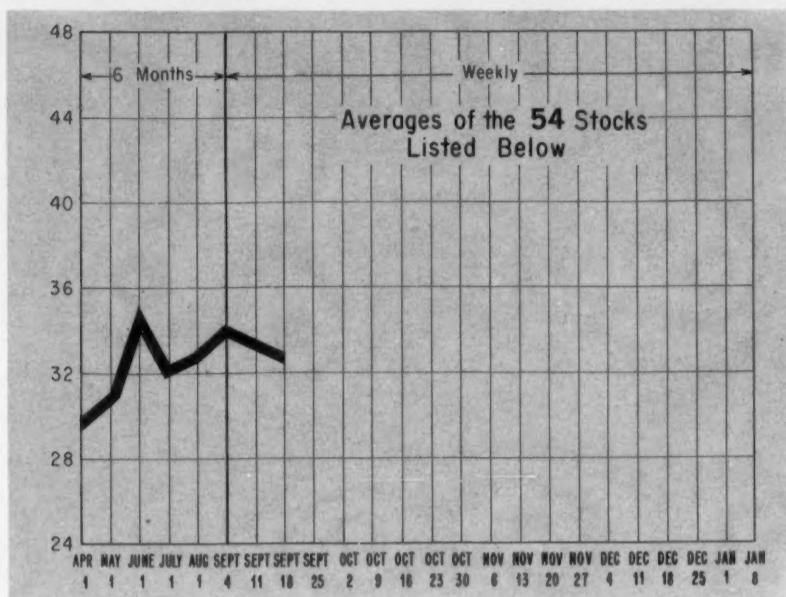
**HERE IS YOUR CHANCE FOR NEW SALES AND PROFITS!**  
call your V-M distributor—TODAY!

**the Voice of Music®**

V-M CORPORATION • BENTON HARBOR, MICHIGAN • KNOWN FOR THE FINEST IN RECORD CHANGERS, PHONOGRAHS AND TAPE RECORDERS

# TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961	High	Low	Close Sept. 11	Close Sept. 18	Net Change
<b>NEW YORK EXCHANGE</b>						
Admiral	15 1/8	10 5/8	13 3/8	13 3/8	—	—
American Motors 1.20	21 1/4	16 1/2	18 1/8	17 1/8	— 1/2	— 1/2
Arvin Ind. 1	28 1/8	20	25 1/4	24 1/4	— 1/2	— 1/2
Borg Warner 2	46 1/2	35	45 1/8	45 1/8	+ 1/2	+ 1/2
Carrier 1.60	49	32 1/8	39 3/4	40 1/2	+ 1/2	+ 1/2
CBS 1.40B	42 1/8	34 3/8	34 1/2	34 1/2	— 1/8	— 1/8
Chrysler 1A	57 1/2	53 1/2	53	57 1/8	+ 4 1/8	+ 4 1/8
Decca Records 1.20	47 1/2	32	34 1/8	34 1/2	+ 3/8	+ 3/8
Emerson Electric 1BXD	88 1/4	50	85	80 1/2	— 4 1/2	— 4 1/2
Emerson Radio .37T	16 1/4	11 1/8	13	13 1/8	+ 1/8	+ 1/8
Fedders 1B	25 1/2	17 1/8	20 1/2	20 1/4	+ 1/8	+ 1/8
General Dy. 1	45 1/2	29	28	29	+ 1	+ 1
General Elec. 2	75 1/2	60 1/2	71 1/8	74 1/2	+ 2 1/4	+ 2 1/4
General Motors 2	49 1/2	40 1/8	46	48	+ 2	+ 2
General Tel & El .76	32 1/2	25	25	26 1/8	+ 1 1/8	+ 1 1/8
Hoffman Elec.	29 1/2	16 1/4	17 3/4	17 1/2	— 1/8	— 1/8
Hupp Corp. 25F	11 1/4	8	8 5/8	8 1/2	— 1/8	— 1/8
Magnavox 1	39 1/2	35 1/8	35 3/8	34 1/2	— 1/2	— 1/2
Maytag 2A	56 1/4	52 1/4	53 1/2	53 1/2	—	—
McGraw-Edison 1.40	40 1/2	30 1/2	35 1/2	35 1/2	+ 1/8	+ 1/8
Minn. M.&M. .60	87 1/2	70 1/2	74 1/2	72 1/2	— 1 1/2	— 1 1/2
Montgomery Ward 1	34 1/4	26 1/4	28 1/8	28 1/8	— 1/4	— 1/4
Monarch .04	18 1/2	13 1/2	16 1/4	16 1/2	+ 1/4	+ 1/4
Motor Wheel 1	20 1/2	11 1/4	14	13 1/4	— 1/4	— 1/4
Motorola 1	100	75 1/2	82 1/4	78 1/2	— 4 1/4	— 4 1/4
Murray Corp.	30 1/2	26 1/2	27 1/8	27 1/2	—	—
Norris-Thermador	34 1/2	18	21	20 1/2	— 5/8	— 5/8
Philco	25 1/2	17 1/2	23	22 1/2	— 1/2	— 1/2
RCA 1B	65 1/2	49 1/2	57	56 1/2	— 3/4	— 3/4
Raytheon 2.37T	44 1/2	35 1/2	39	38 1/4	— 1/4	— 1/4
Rheem	23 1/2	13 1/2	14 1/2	14 1/2	+ 1/8	+ 1/8
Ronson .60	23 3/8	12 1/8	22 1/2	21 1/4	— 3/4	— 3/4
Roper GD	25 1/2	16 1/2	22 1/4	21 1/4	— 1	— 1
Schick	14 1/2	8 1/4	8 1/2	8 1/2	—	—
Siegle Corp. .40B	34	25	25	24 7/8	— 1/8	— 1/8
Singer	111 1/4	107 3/4	104 1/2	103 1/2	— 1	— 1
Smith A. O. 1.60A	37 1/2	28 1/2	31 1/4	30 1/8	— 1 1/8	— 1 1/8
Sunbeam 1.40A	55 1/2	45 1/2	53 1/4	52	— 1 1/4	— 1 1/4
Welbilt .10E	7 1/4	4 1/8	5 1/8	5 1/8	—	—
Westinghouse 1.20	50	40 1/8	45 1/4	45	— 1/4	— 1/4
Whirlpool 1.40	34 1/2	27 1/4	29 1/2	28 1/4	— 1 1/4	— 1 1/4
Zenith 1.60A	198 1/4	97 1/4	180 1/2	183	+ 2 1/2	+ 2 1/2
<b>AMERICAN EXCHANGE</b>						
Century Electric	10 3/4	5 7/8	8	8 1/8	+ 1/8	+ 1/8
Ironrite .25T	8 1/4	5 1/2	6 5/8	6 5/8	—	—
Lynch Corp. 87T	12 1/4	8 1/4	10 3/8	10 3/2	—	—
Muntz TV	7	4	5	4 5/8	— 1/8	— 1/8
National Presto .60	31	12 1/4	16 1/8	15	— 1 1/8	— 1 1/8
Nat. Un. Elec. (Eureka)	4 1/2	1 1/8	3 1/4	3 3/8	+ 1/8	+ 1/8
Pentron	8 5/8	2 5/8	5 1/4	5 3/8	+ 1/8	+ 1/8
Proctor-Silex	9 1/2	5 1/8	7 3/8	7 1/4	— 1/8	— 1/8
Republic Trans.	9	4 1/2	6 1/2	6 1/8	— 3/8	— 3/8
Trav-ler Radio	7 1/2	4 5/8	7 3/4	7 5/8	— 1/8	— 1/8
<b>MIDWEST EXCHANGE</b>						
Knapp-Monarch	—	—	6	6	—	—
Webcor	—	—	9 1/2	9 3/8	— 1/8	— 1/8

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** Wall Street, after two weeks of uncertain activity among its investors, was hard hit by the untimely death of the UN's Hammarskjold. International developments—nuclear testing by the Soviets, Berlin, and The Secretary General's death—were being cited as chief reasons for the market's behavior. Most issues behaved with little purpose.

On the EM WEEK chart the average dipped almost two points in the past 10 days of trading. Uncertainty, the most feared condition along the Street, may set in temporarily until the current international crises can adjust themselves. On the domestic scene, steel production was 14% below 1960 while the GM strike continued unsettled.

# A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	116	111	120	3.33% down (May 1961 vs. May 1960)
RETAIL SALES total (\$ billions)	18.1	18.1	18.2	0.55% down (August 1961 vs. August 1960)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	317	310	326	2.76% down (July 1961 vs. July 1960)
CONSUMER DEBT ++ owed to appliance-radio-TV dealers (\$ millions)	274	272	290	5.52% down (August 1961 vs. August 1960)
FAILURES of appliance-radio-TV dealers	22	21	31	29.03% down (August 1961 vs. August 1960)
HOUSING STARTS (thousands)	129.2	127.9	138.3	6.58% down (August 1961 vs. August 1960)
AUTO OUTPUT (thousands)	63.5**	83.4**	85.9**	26.08% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.3+	17.8+	19.0+	3.68% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
DISPOSABLE INCOME annual rate (\$ billions)	361.7+	354.3+	352.7+	2.55% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	25.7+	23.7+	22.8+	12.72% up (2nd qtr. 1961 vs. 2nd qtr. 1960)
EMPLOYMENT (thousands)	68,539	68,499	68,282	0.38% up (August 1961 vs. August 1960)

\*New index being used. Federal Reserve Bulletin (seasonally adjusted).  
\*\*Figures are for week ending September 16, 1961, and preceding week (revised).  
+Figures are for quarters.  
++Federal Reserve Bulletin figures (revised).

# A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

	1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room .....	July	76,500	117,900
DISHWASHERS .....	7 Months	1,276,300	1,277,800
DRYERS, Clothes, Electric .....	July	41,800	33,800
DRYERS, Clothes, Gas .....	7 Months	330,500	309,200
FOOD WASTE DISPOSERS .....	July	42,639	50,264
FREEZERS .....	7 Months	320,109	363,592
PHONOGRAPH SHIPMENTS .....	July	22,284	22,316
RADIO PRODUCTION .....	7 Months	160,824	192,585
RADIO RETAIL SALES .....	7 Months	63,700	55,100
TELEVISION PRODUCTION .....	Week Sept. 8	234,770	199,003
TELEVISION RETAIL SALES .....	36 Weeks	7,304,676	6,880,934
REFRIGERATORS .....	July	697,851	573,363
RANGES, Electric, Standard .....	7 Months	5,088,031	4,451,721
Built-in .....	7 Months	118,788	117,157
RANGES, Gas, Standard .....	July	3,957,914	3,938,038
Built-in .....	7 Months	388,791	392,858
VACUUM CLEANERS .....	July	3,027,975	3,050,385
WASHERS, Automatic & Semi-Auto .....	July	304,700	297,400
Washer & Spinner .....	7 Months	1,991,000	2,111,100
WASHER-DRYER COMBINATIONS .....	July	55,600	58,100
WATER HEATERS, Electric (Storage) .....	7 Months	491,700	503,300
WATER HEATERS, Gas (Storage) .....	July	48,400	44,800

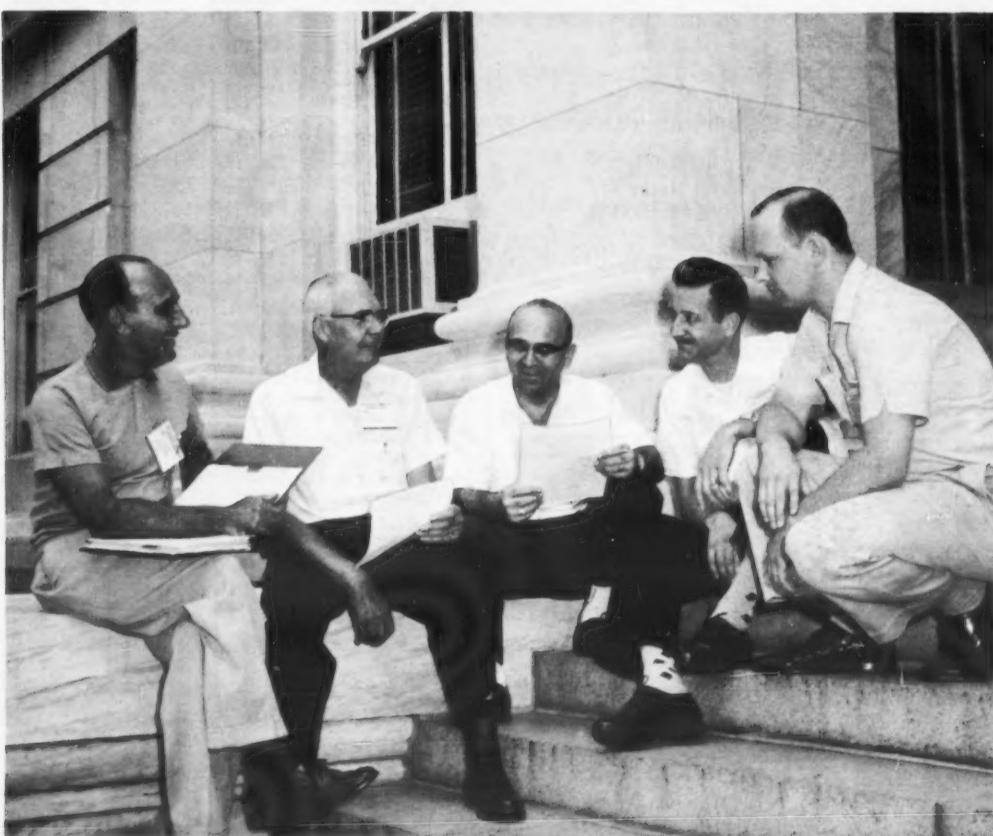
Sources: NEMA, AHLMA, VDMA, EIA, GAMA.



## *Summa Cum Laude*

"One of the most constructive programs in appliance retailing today is the annual NARDA Institute of Management at Washington, D. C. Each year this school has expanded the body of knowledge and understanding about retailing appliances. This is why Kelvinator awards scholarships each year to selected retailers. These trips result in pleasant memories, but more important in a more profitable business future for dealers who attend."

—GEORGE ROMNEY, President, American Motors Corp.



### Winners of 1961 George Romney Scholarship Awards

(from left to right)

**ELLIS CONN**, Hampton, Va. — "I have learned more about the fundamentals of appliance retailing here, in one week, than I could from many months of 'hit-and-miss' methods."

**FRED LAND**, Lake Charles, La. — "I consider it a real honor to have been chosen to attend this school on a George Romney scholarship. It has permitted me to draw upon the experience of the many successful dealers in the student body, and learn from the teaching of a fine staff of experts in the field of business administration."

**L. A. JULIEN**, San Diego, Calif. — "Kelvinator is to be commended for this approach to helping dealers to help themselves. This Institute has given me a chance to step back and take a really good look at my business as seen through the eyes of the experts on the teaching staff."

**AUSTIN McCARTHY**, Detroit, Mich. — "My sincere thanks to Kelvinator for their wisdom in establishing the George Romney award. This has been the most educational week I've spent since my formal school days, and will, I'm certain, lead to my being a better representative of the appliance industry."

**V. E. BOYD**, Springfield, Mass. — "I hope that Kelvinator will keep up this award. It offers better insight into problems of your company, your industry, and your community. I wish more manufacturers would follow Kelvinator's example so that every dealer could have the opportunity to attend the Institute."

**KELVINATOR** Division of American Motors Corporation, Detroit 32, Michigan

